



Donald Insall Associates
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The King's Gap Conservation Area

Appraisal and Management Plan

For Wirral Metropolitan Borough Council



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Preface

The built heritage of Hoylake and West Kirby are precious resources that, together with the stunning coastal landscapes, attract in tourists and visitors to support the local economy. The settlements are unique in being laid out around the famous Royal Liverpool golf course which exemplifies the leisure boom of the late Victorian era. The resulting pattern of development is not only of international importance but a huge source of civic and community pride.

It has been more than twenty years since the initial Appraisals of the Hoylake and West Kirby Conservation Areas and these new draft Appraisals are vital in understanding how the precious built heritage of our communities has fared since those original Appraisals and how threats to their special interest can be addressed. This work enables us to see clearly where there has been an erosion of the special interest of the areas and provides a basis for planning policies and management initiatives to tackle the issues that have been identified. These include the need to protect the wealth of historic buildings beyond the current boundaries of the Conservation Areas, which currently do not benefit from any heritage designations.

The new Appraisals provide a level of detail we have never had before, with a building-by-building analysis that will provide a firm evidence base for understanding what makes our places unique and a benchmark to evaluate proposed changes. They also include for the first time a broader townscape analysis so that we have a proper understanding of how the places are experienced and what opportunities there are for better design through new public realm and development. We are also delighted that for the first time there are Management Plans being prepared that build upon the Appraisals and set out opportunities to improve the character, quality and significance of the Conservation Areas.

We welcome this work as a shared understanding of the expanded Conservation Areas and a new impetus to work on ways to preserve and enhance them.

Executive Summary

The King's Gap, situated to the northwest tip of the Wirral Peninsula, has a long history. From an important maritime landing point and, later, a coastal resort, it evolved into an affluent seaside suburb in the 19th and 20th centuries. The area now brings together a built form of fine residential dwellings and streets, which exhibits a range of classic, gothic, and vernacular revival as well as Arts and Crafts detailing, on mature plots set against the landscape backdrop of the coast and the Royal Liverpool Golf Course.

Although retaining much of its spatial and architectural character, the area has experienced a cumulative loss of detail, primarily in its windows, roofing and boundary walls. It also faces the threat of development pressure in the loss and replacement, or conversion, of earlier dwellings, which has resulted in the intensification of historically spacious plots. These changes impact not only the design and detail of the built form but also the very pattern of the area, which is derived from its historic purpose to provide a suburban escape to the space and clean air of the coast.

The objective of this document is to identify those elements of the conservation area that contribute to its significance, and which still reflect the original design principles, and then to highlight the opportunities for this special character to be reinforced and reinstated. It will provide the guidance necessary to promote heritage-led development, thereby ensuring that all proposals for change are underpinned by an understanding of what is significant about the conservation area.

To achieve this the document comprises two elements:

- **The Appraisal**, which provides an understanding of the significance of the conservation area, its character and appearance, and the threats and opportunities that it faces;
- **The Management Plan**, which provides principles and recommendations; introduces basic design guidance that seeks to manage change in a sensitive manner and raise the quality of the urban environment.

Associated with this document is a Gazetteer that provides further detail on individual buildings, including key features, areas of loss or alteration, and significance as part of the conservation area. This document is fundamental to the conservation area's management and must be consulted along with this Appraisal and Management Plan.

1 Introduction

1 Introduction

1.1 Location

This Appraisal and Management Plan covers **The King's Gap Conservation Area**, which is situated to the northwest corner of the Wirral Peninsula. This area is located between the urban centre of Hoylake to the northeast, the residential suburb of Meols Drive and the Royal Liverpool Golf Course to the south, and the coastline of the River Dee Estuary to the northwest **[Plate 1.1]**. Evolving from an important coastal landing point, with a series of scattered fishing and agricultural villages close by, the current settlement developed principally from the early 19th century as an affluent coastal residential suburb. This evolution is critical to the area's continued character and appearance, with a townscape of exceptional residential dwellings exhibiting a range of styles including gothic and classical influences, with a particular emphasis on vernacular revival and Arts and Crafts detail.

This is further reinforced by their plots, which provide a distinct spatial and green quality through mature landscaping and considered scale. These characteristics are dramatically enhanced by the landscape backdrop of the coast and Royal Liverpool Golf Course, views over the latter crowned by Grange Hill and the Welsh Hills in the distance.

1.2 Policy Context

Conservation areas are '*areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance*', recognised for their distinctive townscape including their buildings, streets, and public realm. They are designated heritage assets and any proposals for change or development must assess the effect that development might have on the '*character and appearance*' of the area. The King's Conservation Area was first designated in 2000, with an Appraisal produced in the same year.

Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to review the character and boundaries of its conservation areas periodically. In this context, the present document has been commissioned by Wirral Metropolitan Borough Council (WMBC), in collaboration with local resident groups, to provide an updated appraisal of the area and a robust plan for its constructive longer-term management.

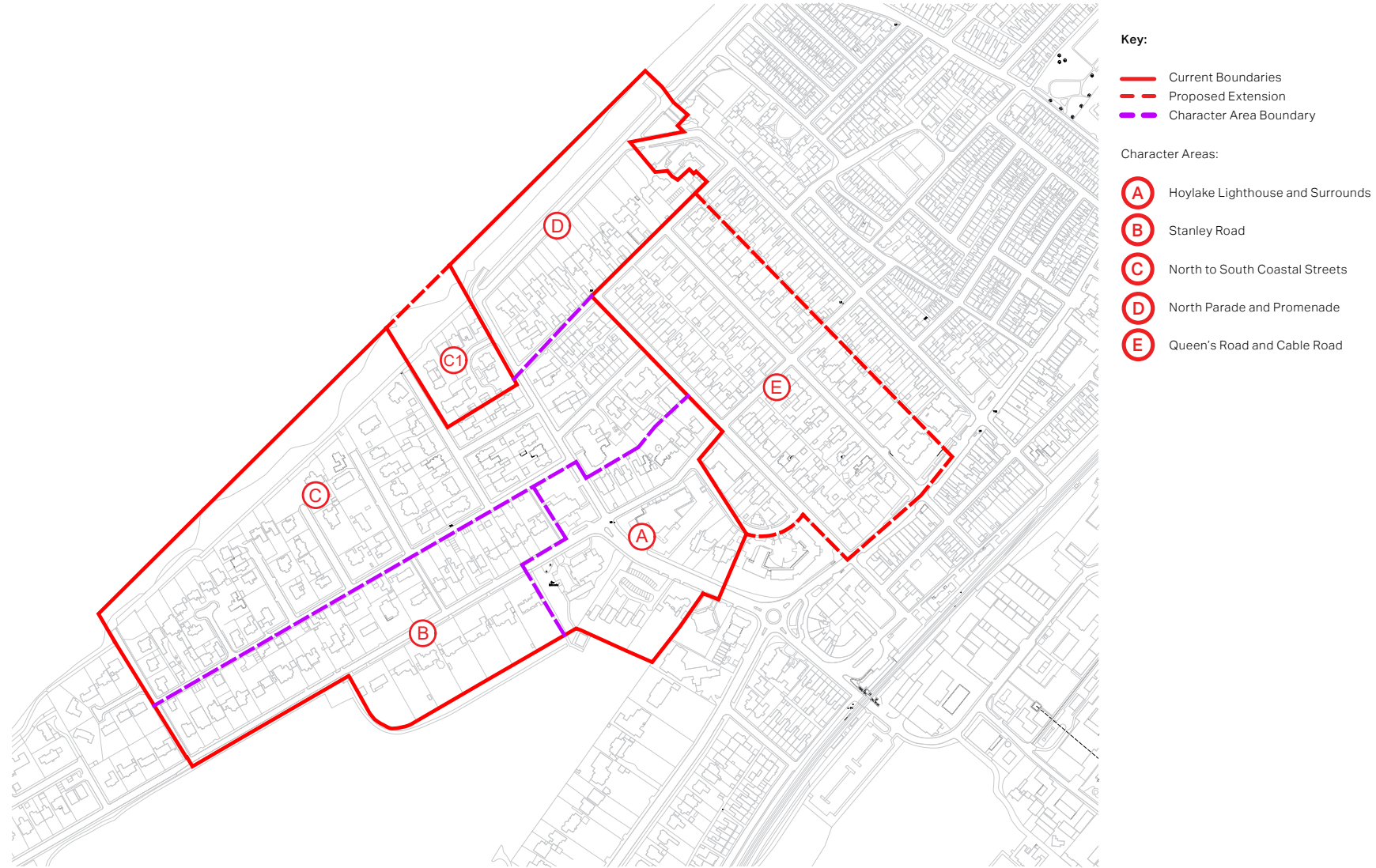
Paragraph 197 of the National Planning Policy Framework states that '*when considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest and that the concept of conservation is not devalued through the designation of*

areas that lack special interest'. The Appraisal has carefully considered whether there are any further opportunities to extend the boundary of the conservation area since its designation. It also highlights buildings and spaces that are considered to make a positive contribution to the character of the conservation area and those which detract.

The report has been developed in the context of significant changes in policy currently being brought forward within the emerging Wirral Local Plan 2021-2037, an update to the Hoylake Neighbourhood Development Plan 2015-2020, and preparation of supporting documents for Hoylake including a masterplan and design code. These documents will include key policy drivers underpinned by strategic aims (such as securing the effective use of land) and outline area-specific development priorities that have the potential to draw key benefits that could facilitate the area's longer-term growth if undertaken in a manner consistent with its conservation. This document coincides with a gazetteer that provides analysis of individual buildings, including their character and significance, that has helped shape understanding of the area's character and identified priorities for its management.

The King's Gap

Boundaries and Character Areas



1.1 Conservation Area and its Character Area Boundaries

1.3 Aims

This Conservation Area Appraisal and Management Plan provides WMBC with up-to-date evidence for the Meols Drive Conservation Area, and will:

- Help people understand the significance of the conservation area;
- Suggest opportunities to enhance the area's character and appearance;
- Stimulate local interest in the protection and considered development of the area for present and future generations;
- Help address the challenges facing the area;
- Encourage the conservation, repair, reuse and management of the area's historic features;
- Aid residents and developers in their planning of both small alterations and larger scale developments;
- Provide officers with area specific guidance to help in their appraisal and determination of planning applications;
- Promote high-quality design in development proposals.
- Provide WMBC with an up to date, evidence-based appraisal and management plan for the designated conservation area of Meols Drive (The King's Gap).

1.4 Interactive Format

This document has been designed to serve as a practical guide for the present and future care of the conservation area. The digital version features interactive navigable elements that enhance its range and ease of uses. These include:

- Front cover links, which navigate directly to the Appraisal and Management Plan sections as required;
- A contents page with headings that directly link to the different sections within the Appraisal and Management Plan;
- Navigable headings at page corners, including one which returns users to the contents page.

2 Significance

2 Significance

2.1 Interest

The King's Gap Conservation Area draws interest as an affluent residential suburb developed between the early 19th and the 20th century (principally c.1840-1930s), reflecting some of the earliest concentrated residential development in the area, though with a much earlier maritime origin as a landing point and, later, coastal resort. It is formed, principally, of a set of 19th and 20th century residential streets of comparatively large detached, semi-detached, and terraced dwellings, some of exceptional design quality. These buildings exhibit a range of vernacular revival and Arts and Crafts styles, with some gothic and classical revival examples, and are set within a spacious and leafy townscape. They are anchored by landmarks including Hoylake Lighthouse, Green Lodge and St Hildeburgh's Church, which provide further articulation of the area's historic evolution. These streets are also set against the landscape backdrops of the coast to the north and Royal Liverpool Golf Course to the south (with the Welsh Hills beyond), and against the surrounding residential and urban areas along Meols Drive and Market Street, which together further represent the wider growth of this part of the Wirral Peninsula in the 19th and early 20th centuries.



2.2 Character

This special interest is legible in the area's character and appearance, which include:

- **Design variety:** the area exhibits design variety and architectural distinction. Eclectic uses of form and detail (as in the variation in detail visible along the Arts and Crafts dwellings on Stanley Road) creates a sense of intrigue within the streetscape.
- **Visual cohesion:** behind this variation, however, there is a sense of cohesion achieved through a general consistency of scale and mass, material, siting, and architectural influence. This is further increased by the repetition of typologies, visible, for example, in the red brick semi-detached dwellings on both Curzon Road and The King's Gap and the low and wide Arts and Crafts houses on Stanley Road.
- **Spatial quality:** as an affluent historic suburb, this area has a green quality that is a key characteristic. This is evident at plot, street and area level and includes, for example, its coastal and rural backdrop, the relationship between built and landscaped form across the streetscape, the siting of buildings, and gaps between buildings. It also extends to the integrity of mature landscaping to the public realm and to the private front and rear gardens as appreciable over low boundary walls.
- **Development pattern:** the street network includes the axial roads of The King's Gap and Stanley Road, with later roads leading off generally in a north-south orientation to the coast. This pattern and orientation provide legibility to the area's phases of growth.



2.3 Setting

Setting contributes significantly to the conservation area. It is vital both in articulating the area's historic growth and in creating its contemporary character and appearance. Setting contributes to the conservation area by:

- Placing it within the Wirral peninsula's wider historic pattern of development.
- Emphasising its distinct residential character, which is in contrast to the adjoining urban centres.
- Reinforcing key drivers of its growth as an affluent suburb, such as its proximity to the coast.

These elements manifest in:

- **The development pattern:** specifically, the meeting points with the Meols Drive Conservation Area and with the approaches to the urban centre of Hoylake.
- **The landscape backdrop:** provided by the coast and Royal Liverpool Golf Course beyond which are the Welsh Hills and Grange Hill in the distance.

2.4 Issues

Whilst remaining a unique townscape of high architectural quality, the area has been threatened by **development pressure** for the conversion or replacement of historic dwellings into apartments or specialist uses (e.g. care homes) and the conversion of historic outbuildings. This has led to the loss or significant alteration of earlier dwellings and the intensification of plots with either new-build housing or ill-considered conversions that have begun to erode the architectural and spatial qualities of the area.

Across the area, furthermore, there has been a major ad hoc loss of traditional detailing such as timber windows, clay or slate roofing material, chimneypots, and, most notably, of brick and stone boundary walls (often replaced with close board fencing).

3 Historic Development

3 Historic Development

The section below is taken from the previous Conservation Area Appraisal (2000), supplemented with historic images and maps, with some minor amendments to the text.

3.1 Origins and Development of Hoylake

Two hundred years ago the name Hoylake was not in general use. Early maps refer to Hoose as the most important component of the area. The occupants of the settlements in the vicinity of today's Hoylake consisted of farmers, fishermen and mariners, with a few innkeepers catering for the crews of ships moored in Hoyle Lake.

A Stanley estate map of 1813 shows a pattern of narrow fields emanating from the thoroughfare following the line of Meols Drive and Market Steet. The King's Gap and adjoining parts of the conservation area lay in an undivided area of sand dune between agricultural land and the coast. The lifeboat house and the upper and lower lighthouses attest to its importance as a landing point and a centre of relief for those in difficulty on the sea.

Hostelries supported the maritime trade, passengers and visitor traffic and are likely to have included the Green Lodge and Royal Hotels; both are named in Bryant's Map of 1831. The Green Lodge (extant) was originally a shooting lodge for the Stanley family, whilst the Royal Hotel was opened by Sir John Stanley in 1792. Long since demolished, this was situated to the western edge of the conservation area and is commemorated in the name of the cu-

de-sac of 20th century houses off Beach Road. The former Stanley Hotel on the northern side of The King's Gap and Meols Drive (now Montrose Court, in the Meols Drive Conservation Area) was a further addition to the hotels and inns in the area, designed to cater for visitors.

The growth of sea bathing, which was given royal patronage in 1792, swelled the population of Hoylake during the summer months. The importance of Hoylake as a bathing resort was boosted by the Napoleonic Wars when resorts on the south coast of England were deemed too dangerous. The Green Lodge promoted itself as a place to stay and undertake outdoor pursuits, such as shooting in the rabbit warrens, fishing in the sea, and watching horse racing around an extensive circuit on what is now the links of the Royal Liverpool Golf Club. The club began in the late 1860s and the fairways of the present golf course (which has hosted events such as the Open) are situated within the Meols Drive Conservation Area at the southern boundary of The King's Gap Conservation Area. These leisure pursuits provided the catalyst for further growth of the original settlement, which now began to lose its agricultural and fishing identity **[Plate 3.1]**.

The railway line was built in 1866. When the Mersey Tunnel opened in 1886 there was already a direct link to Liverpool and in 1903 the line was electrified. This gradually resulted in the expansion of Hoylake, not only as a place of resort but also as a commuter settlement. The pattern of residential development and the types of houses reflect articulate the changing 19th and early 20th century changes in tastes, wealth and status of its incoming inhabitants.



3.1 King's Gap slipway (Hoylake Junction)

3.2 Evolution of the Historic Street Pattern

The original settlement within the conservation area consisted of 'The Gap', later to become The King's Gap. This road was the main route from Meols Drive to the coastline. The original upper lighthouse (on the same site as the present lighthouse), the anchorage of the Hoyle Channel and the Green Lodge were all accessed from this. The development of the Royal Hotel to the west of The King's Gap then resulted in the construction of two parallel access roads, Stanley Road and what is now Barton Road. The plots in between were developed with frontages to Stanley Road and coach houses and ancillary buildings accessed from Barton Road to the rear. By the 1840s large closely packed villas fronted the coastline behind masonry coastal walls and were accessed from the rear at the western end of Barton Road. Their outhouses, coach houses and cottages have been converted into separate dwellings subsequently **[Plates 3.2-3.3].**

The North Parade with its slipways spread out from The King's Gap but the houses were set back from the sea with sandstone and brick walls, set behind a public road overlooking the front. They had long front and rear gardens with access and outhouses from Marine Road, echoing those on Barton Road. Other large villa style properties were also built fronting The King's Gap and Green Lodge Parade (now Valentia Road). Warren Terrace, erected on Warren Road, was the first terraced development in this part of Hoylake. This initial highway layout, with The King's Gap as the

major north south-route, and other roads feeding off it, set out the future development pattern of this part of Hoylake.

The King's Gap was also the hinge between the grid of Stanley and Barton Roads (running at right angles to the west) and Marine Road and Warren Road (angled to the east). Over time new houses were built, initially along the existing road network and subsequently along cul-de-sacs situated between Barton Road and the shoreline. The final group of houses in the sequence of development was constructed on plots along Stanley Road and backed onto the golf course **[Plate 3.4-3.5].**

There has been some loss of former properties. On Stanley Road, for example, buildings from the 1930s and 1950s have been replaced with large, detached, modern dwellings **[Plate 3.6-3.8].** Elsewhere, later replacements tend to be blocks of 1960s-1990s flats or houses, set around closes build on the combined sites of several properties.



3.2 1871 Map



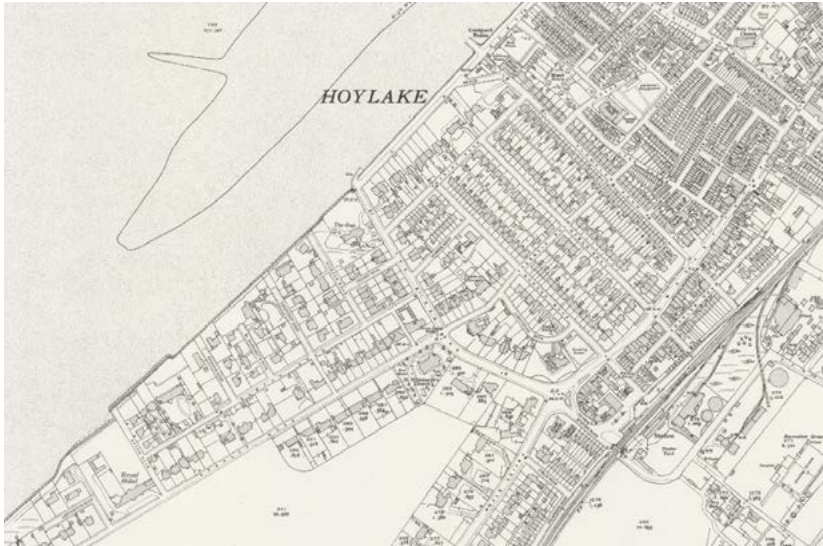
3.4 1911 Map



3.3 1899 Map



3.5 1926 Map



3.6 1936 Map



3.7 Aerial image of Kings Gap, 1925 (Britain from Above)



3.8 Aerial image of Hoylake, 1926 (Britain from Above)

3.3 Now and Then

The following now and then images show the development of the King's Gap Conservation Area over time. The rich variety of these buildings, and the architectural quality that defines the majority, is highly apparent. However, whilst all of the properties within the images remain intact they have suffered from piecemeal replacements and a loss of key historic features, most obviously in the loss of chimneystacks and shuttering to the former King's Gap Hotel. The effect of this has been to erode their collective character and this is exacerbated by the addition of unsympathetic fencing and the loss of the original boundary treatments.

- [Plates 3.10 and 3.11]** The Green Lodge
- [Plates 3.12 and 3.13]** St Hildeburgh's Church
- [Plates 3.14 and 3.15]** King's Gap Court Hotel
- [Plates 3.16 and 3.17]** Stanley Road



3.10 Green Lodge Hotel (then)



3.11 Green Lodge Hotel (now)



3.12 St Hildeburgh's Church (then)



3.13 St Hildeburgh's Church (now)



3.14 Old Kings Gap Hotel (then)



3.15 Old Kings Gap Hotel (now)



3.16 Stanley Road (Then)



3.17 32a Stanley Road (Now)

The King's Gap Phasing



- Key:**
- Pre 1870s
 - 1870s - 1880s
 - 1880s - 1890s
 - 1910s
 - 1910s - 1930s
 - Post 1936

3.18 Phasing Plan

4 Character

4 Character

4.1 Summary¹

The King's Gap Conservation Area is a residential suburb with a close spatial and visual connection to the coast, the Royal Liverpool Golf Course, Hoylake more broadly and the residential area of Meols Drive in particular (both areas developing in the 19th and early 20th centuries). It brings the axial roads of The King's Gap and Stanley Road together with a series of north-south streets and townscape blocks that are generally of late and early 20th century date and link it to the coast, which is critical to its setting. At the junction of Stanley and Valentia Roads this development pattern converges with The King's Gap, from which landmarks such as St Hildeburgh's Church and the Green Lodge become visible, alongside Hoylake Lighthouse (a critical indicator of the area's long-seated maritime importance, which predated its residential development).

Comprised of detached and semi-detached dwellings, with some terraces, the architectural styles in the area are mainly informed by the vernacular revival and Arts and Crafts movements, with some classical and gothic revival examples. However, the varied execution of design lends the area both a sense of cohesion through materials, scale, and siting and an exciting, dynamic, architectural eclecticism. These architectural forms are enhanced by the sense of spaciousness across the area, derived from its mature landscaping, the panoramic views over its landscaped

¹ Section 7 of this appraisal identifies proposed boundary revisions. This character assessment has been written in such a way as to consider these additions as part of the conservation area.

backdrop along the coast and golf course, and its general scale of two to two and a half storeys (with some three storey examples). Low boundary walls of stone or brick place emphasis on the mature landscaping within plots and also allow filtered views to the architectural form, whilst street trees give the area a leafy verdant character.

4.2 Character Areas

The area is split into distinct, but fluid and interrelated, character areas. At the centre is **Area A Hoylake Lighthouse and Surroundings**. This covers the convergence of the area's earlier axial streets at the junction of The King's Gap and Valentia and Stanley Roads surrounded by the landmarks of Green Lodge, St Hildeburgh's Church, and Hoylake Lighthouse, plus early residential development. **Area B Stanley Road** leads to the west and developed at an early date, most obviously in the 18th century construction of the now lost Royal Hotel, but now has a mixture of 19th century villas and early 20th century low and wide Arts and Crafts dwellings in a multi-phase streetscape. **Area C North-South Coastal Roads** represents development in the late 19th and early 20th centuries, with a mixture of red brick vernacular revival and Arts and Crafts dwellings that are linked spatially and visually with the coast.

To the north-east, **Area D North Parade and Promenade** is a distinct and peaceful enclave fronting onto the sea, with large properties set on a slope linking The King's Gap with the boat house. Finally, **Area E Queen's and Cable Road** provide a transition from the larger scale of The King's Gap to the denser, smaller, scale of Hoylake to the northeast. This area brings a series of late 19th and early 20th century dwellings together into a collective set of townscape blocks combining comparatively ornate terraces, gothic detached villas, and eclectic compositions, connected via historic alleys. These areas are each described in more detail below.

4.3 Area A: Hoylake Lighthouse and Surroundings

4.3.1 Location and Evolution

Centred on the junction of Valentia Road, The King's Gap and Stanley Road, this character area is a gateway from the southeast and a movement node, where its main axial roads converge. It is critical to understanding the evolution of the area with the lighthouse, Green Lodge and St Hildeburgh's Church reflecting its key phases of development, the latter (late 19th century) constructed to serve the residential community [Plate 4.3.1].

The King's Gap Analysis

- Key:
- Landmark
 - Positive
 - Neutral
 - Detractor
 - Development Site/ Public Realm Enhancement
 - Historic Setts
 - Good Public Realm
 - 123 Building ID
 - ★ Historic Street Furniture
 - A Panorama
 - View



4.3.1 Analysis and Views

4.3.2 Buildings and Streetscape

The King's Gap

The area boundary meets that of the Meols Drive Conservation Area along The King's Gap, the earliest road in the area. Here, the denser, urban, civic and public uses at The Quadrant give way to more spacious residential streets, the change signified by the increase in the mature landscaping, which includes including street trees and front gardens, set behind a mixture of low stone and brick boundary walls (which retain historic brick and stone piers) and also containing trees. Some 19th century villas have been lost to allow for the construction of apartments, although this is softened to a degree at Rosecroft Court by its setback and mature landscaping [Plate 4.3.2].

Nonetheless, at the entry to the conservation area there are key survivals including **1 The King's Gap** (late 19th century and built on the former racecourse) – a large red brick dwelling (now semi-detached but likely originally a single property) that incorporates a clay plain tile roof and characterful brick and stone detail including window and door surrounds and diaper work [Plate 4.3.3]. The prominent chimneystacks and side gables are of particular importance to the streetscape, announcing the arrival into the residential conservation area. Gaps in between 1 The King's Gap and the Christian Science Church (Meols Drive Conservation Area) also allow discreet views to the wider landscape of the golf course behind.

To the opposite side of the street, 19th century dwellings (semi-detached) survive at **4-10 The King's Gap** (numbers 8-10 being slightly earlier than 4-6). Built in a mixture of buff brick and render, they have front-facing gables, creating verticality, and canted bay windows with detailing including decorative timber bargeboards [Plates 4.3.4-4.3.5]. These make a more subtle contribution due to the density of mature landscaping, although glimpses of their frontages enhance the streetscape. A late 19th century stucco villa with hipped roof and a fine decorative ironwork balcony also survives at the junction of The King's Gap and Valentia Road. However, this has been substantially affected by its conversion to hotel use (now closed, with resultant deterioration in the built fabric), which has introduced not only large swathes of car parking around the building but also a large, and generic, extension that dwarves the property [Plates 4.3.6-4.3.8].



4.3.2 Rosecroft Court



4.3.3 1 The King's Gap



4.3.4 4-6 The King's Gap



4.3.5 8-10 The King's Gap



4.3.6 Former hotel, The King's Gap



4.3.7 Valentia Road elevation of the former hotel with deteriorating fabric



4.3.8 Monolithic modern extension to the former hotel, Valentia Road

The Junction

The junction itself is flanked by the Green Lodge and St Hildeburgh's Church. **Green Lodge** was originally built as a hunting lodge for the Stanley family and was extant by 1831 at the latest, before its later conversion to an inn **[Plate 4.3.9]**. Its public use does much to enhance the vitality of the area. Rendered, it is architecturally domestic in form, comprising two storeys, a mixture of hedgerows and low stone walling around its boundary, and separation between its blocks. It utilises restrained but characterful 19th century detailing including quoins, window surrounds, and a canted bay window with a gable above incorporating a bargeboard and finial. The roofs are Welsh slate and articulated by chimneystacks with clay pots.

St Hildeburgh's Church (Grade II listed) is a significant landmark **[Plate 4.3.10]**. Its churchyard, visible over the low brick boundary wall (which has terracotta copings and pier caps) does much to contribute to the area's green sylvan character, complementing the residential properties around. Designed in 1897-9 by Edmund Kirby (who was also responsible for several residential properties in the area), it is a striking building in red brick and terracotta with clay plain tile roof and vernacular revival detailing. Its modern church hall, however, is visible on Stanley Road and is architecturally bland, fronted by hard surface car parking.



4.3.9 Green Lodge



4.3.10 St Hildeburgh's Church

Valentia Road

Hoylake Lighthouse (Grade II listed) is set to the east of the junction on Valentia Road **[Plate 4.3.11]**. Dating to the 1860s, though the site of a lighthouse from at least the 18th century, this building is vital to an understanding of the area's maritime history (particularly in light of the 20th century loss of the lower lighthouse on North Parade). This octagonal lighthouse is constructed in brick on a stone base with articulation provided by pilasters, the recessed areas topped with corbels. The light chamber survives atop the tower, with the walkway supported on large stone brackets. The chamber, likely cast iron, incorporates dentil detailing and is topped with a spherical weathervane. Both the tower and chamber are significant landmark features. A two-storey lighthouse keeper's dwelling adjoins the tower; brick with slate roof and stone dressings, this is designed with a symmetry defined by canted bay windows and flanking wings. A low brick boundary wall with stone copings survives to the front, as does an impressive pair of stone piers, but it has been marred by close board fencing.

Around the lighthouse along Valentia Road is a stretch of predominantly three storey semi-detached dwellings with a single two-storey detached villa in brick and render / stucco. Those to the southwest of the lighthouse (numbers 1-11) are slightly earlier (constructed by the 1860s), with the remaining two to the northeast (numbers 15-19) following by the 1890s **[Plates 4.3.12-4.3.14]**. There is a particular emphasis on the use of symmetrical double-height canted bay windows to articulate the frontages and some localised examples of detailing such as quoins, stone

banding, and flat gauged brick headers over sash windows. Number 19 is, however, distinctive; smaller than the rest of the street, it incorporates classical detail such as a portico and canted bay windows with cornices, and a blank tympanum supported by corbels. All dwellings are set behind modest front gardens, incorporating some mature trees and hedgerows.

These properties have, however, been undermined by the impact of small-scale cumulative change, including later rendering, with the full or part loss of details such as window surrounds, changes in roof material (whilst some slate roofs survive there are also concrete pantiles), the erection of structures such as garages and sheds in front gardens and, critically, the introduction of close board fencing and gates **[Plate 4.3.15]**.

Opposite the lighthouse on Valentia Road (its original elevation facing onto the junction) is the former Holiday Inn site (as described above). Historically this large plot was the site of a substantial villa, with a two-storey cast iron veranda and shuttered windows. Although this villa remains broadly intact it has been overwhelmed by the inappropriate scale and massing of the mid-2010s extension that wraps around the original building, obscuring the historic fabric. Within the direct setting of the listed lighthouse, this building's low boundary walls oppose the hardstanding and substation that dominate the rear of the plot and provide full visibility to the rear of the Westhaven Care Home. The high-level fencing surrounding the service areas along the Valentia Road elevation also harm the visual quality of the road, with the site ultimately of visual detriment.



4.3.11 Hoylake Lighthouse



4.3.12 1-3 Valentia Road



4.3.13 5-7 Valentia Road, wholly rendered



4.3.13 15-17 Valentia Road



4.3.14 19 Valentia Road



4.3.15 Valentia Road frontage (looking northeast)

Public Realm

Within the area the public realm is primarily modern, defined by the tarmacked highway and pavements softened only by the mature landscaping of public and private trees. There is, however, a surviving early 20th century post-box (GR) as well as a cast iron street sign to the junction that add character [Plate 4.3.16 and 4.3.17].



4.3.16 Postbox, junction of The King's Gap and Valentia Road



4.3.17 Signage on the junction of The King's Gap and Stanley Road

Views

The area is a mixture of linear streets and the nodal point of the junction, thereby varying the nature of views. The linear residential streets generally offer dynamic glimpses of properties and key detailing such as roof articulation.

Along The King's Gap the linearity and curve of the street results in the following:

- As the road curves, the opening of views to the Green Lodge as a key terminus **[Plate 4.3.18]**.
- Approaching the junction, the opening of views to the east front of St Hildeburgh's Church over the churchyard **[Plate 4.3.19]**.

The junction reinforces the legibility of the surrounding streetscape, and includes:

- Views to the surrounding context, the high density of trees articulating the residential character of Stanley Road (Character Area B) and southern section of The King's Gap **[Plate 4.3.20 and 4.3.21]**.
- Views to the coastline to the north through a subtle and distant view of sand and sea **[Plate 4.3.22]**.
- Bringing together the area's critical landmarks (including Green Lodge and St Hildeburgh's Church) in the immediate street scene, the light chamber of the lighthouse rising above and between the trees in the background **[Plate 4.3.23]**.
- Medium-range views back to The Quadrant (Meols Drive Conservation Area) **[Plate 4.3.24 and 4.3.25]**.



4.3.18 *Opening of views to the Green Lodge as a key terminus*



4.3.19 *Views to the northeast end of St Hildeburgh's open up over its churchyard*



4.3.20 *Views from junction towards Stanley Road (B)*



4.3.21 *Views down The Kings Gap towards the coast*



4.3.22 Views north to the coast from the junction along The King's Gap



4.3.23 Views from the junction to Valentia Road include the light chamber of the lighthouse



4.3.24 Views open up at the junction back to The Quadrant (Meols Drive Conservation Area)



4.3.25 Views back to The Quadrant (Meols Drive Conservation Area)

4.4 Area B: Stanley Road

4.4.1 Location and Evolution

The Stanley Road Character Area is a linear residential streetscape stretching from the boundary with Character Area A at the Green Lodge and St Hildeburgh’s Church to the west boundary of the conservation area adjoining Beach Road. It also incorporates the parallel Barton Road to reflect its historic association as a service road to these frontages.

Stanley Road was laid out to serve the Royal Hotel (constructed in the 1790s) and was developed with housing over the course of the 19th century. Whilst some ad hoc development began in the early to mid-19th century much of the character area dates from two key phases. The north side of the street is architecturally varied and was built up with grand villas overlooking the racecourse (now golf course) from the early to late 19th century. Many of these properties survive but there has been clear loss and infill. The south side of the street is later and was built on the racecourse after its closure. Here there is an intact streetscape of early 20th century Arts and Crafts inspired dwellings, varied in their architectural execution but drawing from similar forms and detail **[Plate 4.4.1]**.

The King’s Gap Analysis



4.3.1 Analysis and Views

4.4.2 Buildings and Streetscape

Stanley Road (north side)

The north side of the street is more varied than the south, having evolved over the course of the 19th century. Whilst there is significant variation in detail (explored below) there are also common shared characteristics. Reflecting their historic location overlooking the racecourse, houses are predominantly comparatively grand villa style properties, mixing detached and semi-detached, with a common scale of 2.5 storeys. The building line is also largely consistent, set back from the road with medium-sized front gardens. To the northwest there is a much higher degree of mature landscaping with a significant influence of trees on the frontage. As the built form opens over the golf course, mature landscaping diminishes, presumably to take advantage of views. There is a mixture of low brick and stone boundary walls (although some have been altered and close board fencing has been added) **[Plate 4.4.2]**.

There is also a higher level of replacement and infill on the north side of the street. Some are interwar introductions which are well detailed and scaled. Many, however, are late 20th/ early 21st century additions that relate poorly to their context. This includes apartment blocks of generic design quality (although reasonably well scaled with the roofline), such as Dunedin Court (which also has a poor replacement boundary wall) and Fairway Court (with a heavy slated roof). A modern detached dwelling has been constructed at number 26A

and, whilst well-scaled, uses generic materials and detailing with a comparatively large security gate **[Plates 4.4.3-4.4.4]**.

Of particular note, there are four historic villas dating to the late 19th century to the western edge of the area. These create a cohesive townscape before its interruption by Fairway Court. There are common elements including stepped corbel detailing to the upper storey and tall chimneystacks. However, whilst nos.44 and 42, detached villas of 2.5 storeys, share in this detailing they also they differ in the introduction of Italianate elements (including gables with classical tympanums at no.44) and larger gables and detailing above semi-circular arches windows at no.42 **[Plate 4.4.5]**. Number 44 appears to be in poor condition, with a partially collapsed boundary wall **[Plate 4.4.6]**. Number 40 is a particularly fine composition and differs to its neighbours **[Plate 4.4.7]**.

Built in red brick with stone detailing to the ground and first floor, it incorporates a canted corner turret and an impressive, wide, front-facing gable with decorative terracotta detail. The semi-detached dwelling at number 38 is wider in its footprint and plainer than the adjoining properties but is nonetheless characterful, with prominent front-facing gables with bargeboards, incorporating mock timber studwork, and canted bay windows topped with corbels. Windows have, however been replaced, the left-hand side painted, and concrete pantiles added.

Collectively, these buildings form an important streetscape composition **[Plate 4.4.8]**.

At the opposing east end of the street, adjoining the Green Lodge, there is another striking composition. Number 4 is interesting in its use of timber studwork and shallower gables, as well as its tall chimneypots and surviving stone gate piers **[Plate 4.4.9]**. Neighbouring this are two pairs of semi-detached dwellings (nos.4-6 and 8-10) with similar details including pitched dormers with bargeboards and finials, slate roofs (although a mix of pitched and hipped), chimneystacks with tall pots, and canted bay windows topped with timber brackets **[Plate 4.4.10]**. Numbers 10 and 12 appear more altered, with later render and the loss of elements such as gable finials **[Plate 4.4.11]**.

Although interrupted by Dunedin Court, nos.18-20 and 22 also date to the late 19th century and include canted bay windows to the ground floor, with banding, window surround details and projecting eaves supported by timber brackets, although differing in the use of pitched and semi-circular gabled forms **[Plates 4.4.12-4.4.13]**. Numbers 18-20 have suffered from the loss of historic fabric, with replacement roof tiles and re-rendering, but have much stylistically in common with no.44.

The streetscape between Dunedin and Fairway Courts is slightly more mixed but retains examples of late 19th and early 20th century properties with detailing such as the ornate ironwork balcony at number 34 (although the front extension fails to respect the context of the property) **[Plate 4.4.14]**. Particularly fine is no.32-32a (bearing the inscription 'Dormy' on the piers'); this property was built by Edmund Kirby, who also designed St Hildeburgh's Church and the Royal Liverpool Golf Clubhouse (Meols Drive Conservation Area) **[Plate 4.4.15]**. The lefthand side is distinctive with curved bay windows, turreted roofs, finials and stone transom and mullioned windows. The roof is accentuated with tall brick chimneys and clay pots. The righthand side is wholly different (and may be later), with focus on two timber studded porches and hung clay tiles, including a fish scale pattern. The juxtaposition of these two styles adds visual interest to the street.



4.4.2 Trees are significant along the northeast part of the street



4.4.3 Dunedin Court



4.4.4 Fairway Court



4.4.5 42 Stanley Road



4.4.6 44 Stanley Road



4.4.7 40 Stanley Road



4.4.8 Composition of 38-44 Stanley Road (outside the area from the golf course)



4.4.9 4 Stanley Road



4.4.10 6-8 Stanley Road



4.4.11 10-12 Stanley Road



4.4.12 18-20 Stanley Road



4.4.13 22 Stanley Road



4.4.14 34 Stanley Road



4.4.15 32 and 32a Stanley Road

Stanley Road (south side)

The south side of the street, including nos.1-13 Stanley Road (no.1 being the vicarage to St Hildeburgh's Church), all date to the early 20th century (completed by the late 1920s) and were built on the part of the site of the former racecourse [Plates 4.4.16-4.4.20]. They are all similar in their overarching form, with wide footprints and a low height of two storeys, and are inspired by the Arts and Crafts style, using a mixture of brick and render.

Common elements persist across the streetscape and include asymmetry, the use of clay plain tile for roofs, an articulation provided by front-facing gables (including gambrel style designs) and a mixture of canted bay and oriel windows, and the use of chimneystacks and posts as roofline and façade features. Despite these common characteristics, however, each property has nuances in its design execution. These include the more prominent use of decorative timber studwork at nos.1 and 7. These properties are enhanced by dense mature trees to the front boundaries, which do much to shield them from the road and create filtered views to their frontage.

These buildings all have replacement boundary treatments, with hardstanding introduced to the front gardens (although key elements of greenery are retained). All boundaries are close board fencing of poor appearance, and many are physically deteriorating (although that to no.13 appears more recent) [Plates 4.4.21-4.4.22]. Most have replacement timber and concrete piers, although no.7 may retain earlier stone piers.



4.4.16 5 Stanley Road



4.4.17 7 Stanley Road



4.4.18 7 and 9 Stanley Road



4.4.19 9 Stanley Road in winter



4.4.20 13 Stanley Road



4.4.21 Boundary fencing is a key issue on the south side of Stanley Road



4.4.22 Fencing wrapping around the golf course (13 Stanley Road)

Barton Road

Barton Road runs parallel to the north side of Stanley Road. It historically provided access to the rears and outbuildings of the main frontage and represents a significant townscape layout. In several instances the original plot depth survives, Barton Road retaining a back of house character with rear and side boundaries (generally stone) providing access to rear gardens and smaller-scale outbuildings. However, many plots have been subdivided.

In some instances, historic outbuildings have been retained and converted, as with the barn ('Hoyle Barn') to the rear of 34 Stanley Road (stone, altered with render to the side) though this is now a separate dwelling with detached garage (no.39) **[Plate 4.4.23]**. To the rear of no.32 (and, therefore, potentially designed by Edmund Kirby) is a highly decorative coach house, its brick detailing contrasting with the render and the twisted brick chimneystacks its characterful chimney visible in the gap between the frontage buildings on Stanley Road (this also appears to be a separate dwelling now, no.37) **[Plate 4.4.24]**. A coach house appears to survive at no.35 but has been rendered (although retaining a slate roof) **[Plate 4.4.25]**. Number 27, Croft Cottage, is now visually domestic but given its form and orientation (perpendicular to the road) and brick finish is likely be an earlier coach house **[Plate 4.4.26]**.

In other instances, new dwellings have been constructed. These divide the historic plots and generally do not defer to their context, using generic styles and materials, as at nos. 45 and 33 **[Plate 4.4.27]**. Other additions, such as garages, generally retain the service nature of the street and several are good quality, using stone for example, and are sited to continue the line of the boundary walls. Others, however, are poor in their use of materials and condition.



4.4.23 Hoyle Barn, Barton Road



4.4.24 Former coach house to the rear of 32 Stanley Road



4.4.25 35 Barton Road



4.4.26 27 Barton Road



4.4.27 33 Barton Road, modern dwelling

Public Realm

The public realm in this area is primarily modern hardstanding both to the highway and to the pavements. However, there is a small piece of cast iron street furniture at the junction of Stanley and Beach Roads, at the west boundary of the conservation area; this is thought to be a 19th century ventilation pipe for the sewage system **[Plate 4.4.28]**.

Views

As a linear streetscape much of the area is characterised by localised views to building frontages and features, usually filtered through trees. Specific key views include:

- The visibility of the rear elevations of Stanley Road on Barton Road, reinforcing their historic relationship.
- Views back from the northern side of Stanley Road to the south side. These include glimpses to the gables, roofs and chimneys of nos.1-13 Stanley Road, providing legibility to the area’s phasing through the contrast between 19th and 20th century forms **[Plates 4.4.29-4.4.31]**.
- At the eastern end, the streetscape provides views to St Hildeburgh’s Church, Green Lodge, the Valentia Road frontage and the light chamber of the lighthouse in Character Area A **[Plates 4.4.32-4.4.33]**.

Of particular importance are views out of the conservation area across the Royal Liverpool Golf Course in the foreground. These incorporate the entire length of Meols drive to the southeast, plus the coast and Welsh Hills in the distance to the southwest. This is a critical panorama, placing the area in its geographic and historic context **[Plates 4.4.34-4.4.35]**.



4.4.28 Victorian stink pipe to the junction of Beach and Stanley Roads



4.4.29 Features such as roofs and chimneys are glimpses above and behind landscaping



4.4.30 Features such as roofs and chimneys are glimpses above and behind landscaping



4.4.32 View along Stanley Road to the Green Lodge, Valentia Road and lighthouse chamber



4.4.31 Views northeast along Stanley Road bring together the areas phases of growth



4.4.33 Views to St Hildeburgh's Church on Stanley Road



4.4.34 Panorama including the coast and Welsh Hills



4.4.35 Panorama including Meols Drive

4.5 Area C: North to South Coastal Streets

4.5.1 Location and Evolution

This area covers the northwest portion of the conservation area and as a series of residential streets primarily orientated north-south, linking with the coast. It includes the northern part of The King's Gap (the southern part is in Character Area A), plus Curzon Road, Courtenay Road, St Margaret's Road, Penrhos Road, Barton Close and the eastern side of Beach Road (the right-hand side is within the Meols Drive Conservation Area). The northern side of Barton Road (the south side is in Character Area B) and Cromer Road provide east-west movement. Elements of the area date from the early 19th century, with some development along the coast after construction of the Royal Hotel, but the majority of streets were not laid out until the late 19th and 20th century, with its built form largely in place by the 1920s [Plate 4.5.1].

The King's Gap Analysis

- Key:
- Landmark
 - Positive
 - Neutral
 - Detractor
 - Development Site/ Public Realm Enhancement
 - Historic Setts
 - Good Public Realm
 - 123 Building ID
 - ★ Historic Street Furniture
 - A Panorama
 - ↔ View



Modern cul-de-sacs

Barton Close and Kings Court are modern cul-de-sacs. Barton Close was built on the site of a large house dating to the early 19th century, and Kings Court on the site of Walton Villa, a mid-late 19th century property. Both comprise dwellings with limited architectural interest. Although fronting the north coastline, their scale ensures that the properties are not highly intrusive/ The apartments at Kings Court are, however, detrimental to the appreciation of the area's general scale, although Kings Court retains an earlier castellated masonry seawall along the beach and up The King's Gap and Curzon Road [Plates 4.5.2-4.5.3].



4.5.2 *King's Court*



4.5.3 *Barton Close*

Historic Roads

Reflecting its historic growth, the remainder of the area incorporate several primary styles of dwelling, including red brick semi-detached houses (from the turn of the century) and a mixture of early 20th century Arts and Crafts style properties.

The red brick properties are particularly evident to the west side of The King's Gap and moving onto Curzon Road. These are wide in terms of their footprint and dominate the street visually. They use ornate detailing including canted corner turrets with hung clay tiles (including fish scale patterns), moulded stone banding, gables supported by corbels, classical doorcases and brick chimneystacks **[Plates 4.5.4-4.5.7]**. They are fronted by small gardens, although with a high degree of hard landscaping for car parking, and brick boundary walls (some close board fencing) with terracotta copings and rendered stone piers (although some have been replaced). These dwellings have, however, lost detailing through the introduction of uPVC windows, the replacement of roof tiles with concrete, discrepancies in the paint colour of detailing such as banding, and the loss of some upper sections to turrets. Those to Curzon Road have lost similar detailing and include later rendering **[Plate 4.5.8]**.

Rear elevations are prominent on Cromer Road, which has the character of a back of house or link road given the orientation of its plots to The King's Gap and Curzon Road frontages. There is again varied character, including the addition of external staircases, rendering, and the erection of garages, with intermittent gaps in the boundary walls. These red brick properties represent an earlier phase of growth and are not generally found further west.

Curzon Road and the area to the west beyond incorporate higher levels of slightly later dwellings dating to the early 20th century. On Curzon Road there are low, wide-fronted detached dwellings incorporating detailing such as front-facing gables and chimneystacks, albeit with later cementitious and deteriorating render **[Plate 4.5.9]**. Those to the coast incorporate rounded doors. To the southeast end of the street there are two interesting properties, smaller, with canted bays and a mixture of render and brick, that may indicate an evolution of the earlier red brick examples **[Plate 4.5.10]**. This pattern of rendered detached and semi-detached properties generally characterises the remaining streets to the west, with a mixture of low wide-fronted properties and taller examples with detailing such as gables (including some Dutch styles) and canted or rounded bays, with examples of timber studwork and hung clay tiles found intermittently **[Plates 4.5.11-4.5.12]**. Roofs are generally clay plain tiles with a mixture of low stone and brick boundary walls, although many have been altered (i.e. rendered) and incorporate close board fencing.

There is a particularly important group of dwellings on Beach Road, located at a key entry point into the conservation area from the coast. Although there has been some alteration, including the replacement of windows and roof tiles, they survive as an interesting composition of Arts and Crafts dwellings defined particularly by their large side-facing chimneystacks **[Plate 4.5.13]**. To the immediate east are two properties overlooking the coastline which evolved not long after development of the Royal Hotel and are early additions to the area. These are rendered with

detailing such as quoins, although significantly altered by extensions **[Plate 4.5.14]**. They both retain long stretches of plot to their rear that run to Barton Road with a series of outbuildings. Whilst these outbuildings appear to have been converted into separate residential use, its effect exacerbated by elements such as fencing, the linear nature of those plots is retained and is an important spatial form.

Fronting the coastline, several earlier Arts and Crafts dwellings are visible **[Plate 4.5.15]**. Whilst there has been alteration and re-development the general historic scale is preserved, although with exceptions at Kings Court, where the apartments are of a greater density, although deferring to the materiality and articulation with gables **[Plate 4.5.16]**. The historic form is enhanced by the broad survival of stone walling separating the properties from the coast, though there are large swathes of concrete hardstanding between the coast and rear gardens that undermine the area's landscape quality. Hibre Residential Care Home on St Margeret's Road is an earlier property but has been significantly altered with various extensions and dormers **[Plate 4.5.17]**.



4.5.4 Red brick properties on Curzon Road



4.5.5 Turreted building to King's Gap showing hard landscaping



4.5.6 Turreted building to King's Gap



4.5.7 Turreted building to King's Gap showing close board fencing



4.5.8 Rendered coastal property



4.5.9 Arts and Crafts style buildings on Curzon Road



4.5.10 Curzon Road properties with canted bays



4.5.11 Timber studwork on Curzon Road building



4.5.12 Curzon Road building with curved bays.



4.5.13 Beach Road



4.5.14 Early 19th century housing overlooking coastline



4.5.15 Arts and Crafts building visible on coastline



4.5.16 King's Court elevation to coastline



4.5.17 Hilbre Residential Care Home

Public Realm

Although predominantly formed of public highway, the area retains a Victorian cast iron ventilation pipe on The King's Gap (adjoining the boundary wall to Kings Court) similar to that at the junction of Beach and Stanley Roads (Character Area B) **[Plate 4.5.18]**.



4.5.18 *Surviving Victorian sewage pipe on King's Gap*

Views

As linear residential streets much of the area's character derives from the collective experience of the streetscape and its gentle reveals to key features (such as chimneystacks and gables), when moving through the streets. This is more immediate on streets such as The King's Gap, where the mature landscaping is sparser and more filtered by landscaping to the streets to the west. However, there are also more specific views of interest, including:

- Constrained linear views along The King's Gap and Curzon, Courtenay, St Margaret's, and Beach Roads to the coast **[Plates 4.5.19-4.5.20]**.
- Views from The King's Gap east over the gardens of Valentia Road to the Hoylake Lighthouse **[Plate 4.5.21]**.
- Views along the coastline; whilst the landscape and built form here is generally linear there are particularly interesting points. These include views from the beach along Curzon Road, which pick up the chimneys of the Arts and Crafts dwellings and the turrets of the red brick semis, illustrating phases of the area's growth. Similarly, the group of Arts and Crafts dwellings, acting as a gateway, are revealed when turning from the coast to Beach Road **[Plates 4.5.22-4.5.23]**.
- Views along Beach Road, which terminate in the landscape of the golf course (the Meols Drive Conservation Area) **[Plate 4.5.24]**.
- Linear, longer-range views east along the coastline to the modern Hoylake High Lighthouse adjoining Red Rocks (within the Meols Drive Conservation Area) **[Plate 4.5.25]**.



4.5.20 View from Beach Road towards coast



4.5.19 View towards the coast from The King's Gap



4.5.21 View from The King's Gap towards Hoylake Lighthouse



4.5.22 View along Coastline of Arts and Crafts dwellings



4.5.23 View along coastline



4.5.24 View along Beach Road towards golf course



4.5.25 Longer range view towards Red Rocks

4.6 Area D: North Parade and the Promenade

Location and Evolution

This character area covers a small enclave of residential development that fronts the coast along North Parade, as well as the rears of the plots and intermittent development on Marine Road. Reflecting its position along the coast, it is closely associated with the area's maritime history and was historically the location for the lower lighthouse (lost in the 20th century), whilst the 19th century lifeboat house is retained and provides key legibility to the area's growth on the front. The residential built form, which is the primary element of the area, developed from the mid to late 19th century into the early 20th century, situated on long plots spanning North Parade to Marine Road (the associated service road) the land sloping gently upwards and providing the properties with key views over the sea [Plate 4.6.1].

The King's Gap Analysis

- Key:
- Landmark
 - Positive
 - Neutral
 - Detractor
 - Development Site/ Public Realm Enhancement
 - Historic Setts
 - Good Public Realm
 - 123 Building ID
 - ★ Historic Street Furniture
 - A Panorama
 - View



4.6.1 Analysis and Views

Buildings and Streetscape

The northeastern tip of the area includes the old lifeboat station, dating to the 19th century, in red brick with stone banding and quoin detail, the rear section crenelated and incorporating stone window surrounds. It has been altered and extended, with its upper section (historically crenelated) rebuilt and an extension that is plainer in detail (although its recent painting has done much to obscure the poor-quality brickwork). However, its conversion as office and short-term holiday rental use has secured its longer-term future. With the demolition of the lower lighthouse and the replacement of dwellings in the immediate setting with detrimental apartment blocks (although retaining brick boundary walls), the boathouse is essential for legibility of the area's historic evolution **[Plate 4.6.2]**.

The dwellings to the southwest end of North Parade are earlier, mid to late 19th century in date, with the remainder slightly later, dating to the early 20th century. Most of the properties are rendered and painted white (although in places the render appears later and obscuring detail), with an emphasis on articulation from front-facing gables, canted bay windows and chimneys **[Plates 4.6.3-4.6.4]**.

At the northeast end is a red brick, clay tile roofed, semi-detached dwelling, 3.5 storeys, with prominent gables and chimneystacks, although elements of the façade have been painted **[Plate 4.6.5]**. Some of the finer detail on the street includes decorative bargeboards, ironmongery, and quoins **[Plates 4.6.6-4.6.7]**. Whilst key historic fabric and finishes have

been lost (particularly windows and roofs), it is the intermittent quality of front boundaries and gardens that is of particular concern across the streetscape.

The street mostly retains stone boundary walls (with brick to the northern end), although some sections have been rendered or lost to car parking. Similarly, many have modern gates and have introduced hardstanding, ramp structures and fencing to their front gardens, creating a disjointed and overly complex townscape.

Much like Barton Road, Marine Road is the historic back of plots to the North Parade frontage and retains much of its back of house character. Boundaries are generally stone, with a section of brick to the northern end, and there is a mixture of primarily modern gates and intermittent garages, generally of poor quality **[Plate 4.6.8-4.6.9]**. Most appear to remain as single plots, with localised conversion of outbuildings to separate or ancillary residential use. This includes 8 Marine Road and Sandlea, both of which may be coach houses later rendered and altered. Seaways Cottage, again a converted coach house, is more visually intact and has moulded bargeboards and a Diocletian window, these features being architecturally distinctive in this location. A detached garage block at no.15 is visually poor and associated with a significant swathe of hardstanding **[Plate 4.6.10]**.



4.6.2 *Old Lifeboat Station*



4.6.3 Arts and Crafts style property on North Parade



4.6.4 North Parade typical building



4.6.5 Red brick building with white rendering to facade



4.6.6 Decorative bargeboards on North Parade



4.6.7 Quoin detailing on North Parade



4.6.8 Marine Road stone boundary treatment



4.6.9 Marine Road



4.6.10 Marine Road detached garage

Public Realm

The public realm fronts the coast with a promenade and is important for enjoyment of the area. However, the road and pavement are poor, the tarmac in a deteriorating condition, and the street lighting excessive, with tall modern style columns [Plate 4.6.11].

Similarly, whilst the railings are likely historic, and retain cast iron upstands, the handrails are later and have a stainless steel finish [Plate 4.6.12]. There is also a section of derelict land, with concrete foundations, adjoining the old boathouse and this is of significant detriment to the area [Plate 4.6.13].

On Marine Road, there is a George VI post-box set into the wall of no.8.



4.6.11 Promenade with deteriorating tarmac



4.6.12 Promenade cast iron decorative railings



4.6.13 Vacant site adjacent to boathouse

Views

As with the surrounding streets, the linear residential nature of the street limits views to building frontages and roofscapes, particularly where these are situated closer to the road adjoining The King's Gap. It also limits revealed views to Character Area C including the turrets of the red brick semi-detached properties on The King's Gap **[Plate 4.6.14]**. The latter links these two areas together into a more complete late 19th century development pattern. Views to the upper sections of the properties fronting North Parade are possible along Marine Road, with key detailing such as bargeboards and chimneys (although replacement roof coverings are also evident). This aids the legibility of the functional historic association between these two streets.

Of particular importance are panoramic views out of the area to the sea, which underpin the importance of its proximity to the coast in the area's growth. Similarly, long-range views east include the coastal context and Welsh Hills more broadly and the modern Hoylake High Lighthouse and 19th century Red Rocks Nursing Home (within the Meols Drive Conservation Area) in the distance, linking North Parade with its context of the broader growth of the area along the coast **[Plate 4.6.15]**.



4.6.14 Views towards The King's Gap



4.6.15 Views from end of North Parade towards Red Rocks

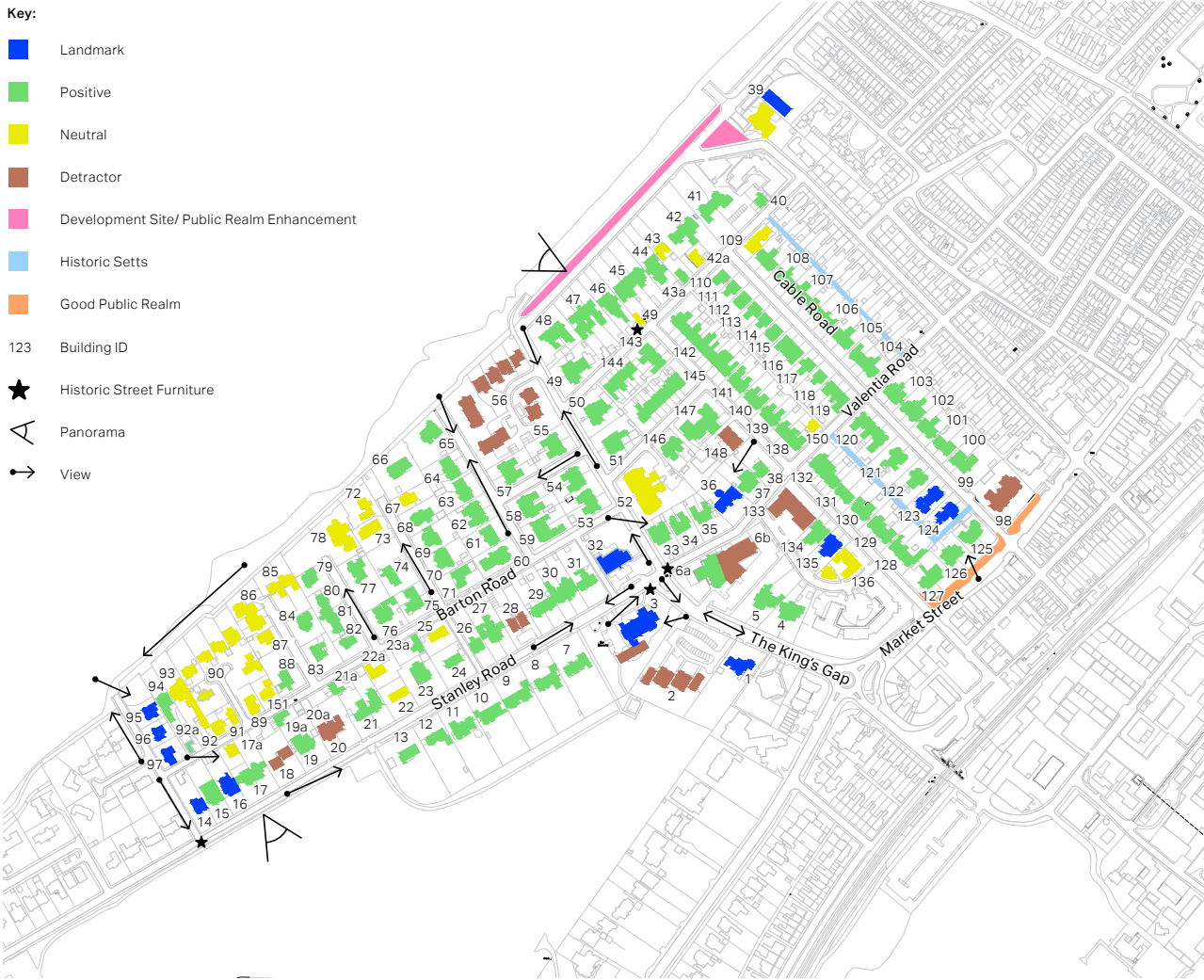
4.7 Area E: Queen's Road and Cable Road

Location and Evolution

This area is centred on the linear parallel residential streets along Cable Road and Queen's Road (historically Prussia Road), which form four strong townscape blocks. It also includes parts of the adjoining roads along Warren, Valentia and Marine Streets, and a small portion of Market Street. The area developed in the late 19th century, largely between the 1880s and 1890s (although Warren Road is earlier), and is of a distinctive character formed predominantly of semi-detached and terraced properties, with some detached buildings, several exhibiting extremely fine and ornate detailing. The built form here is slightly denser than the remainder of the King's Gap but nonetheless retains a spacious quality. In this way it provides transition from the remainder of the area to the smaller-scale and dense terraces and blocks to the northeast [Plate 4.7.1].

The King's Gap Analysis

- Key:**
- Landmark
 - Positive
 - Neutral
 - Detractor
 - Development Site/ Public Realm Enhancement
 - Historic Setts
 - Good Public Realm
 - 123 Building ID
 - ★ Historic Street Furniture
 - A Panorama
 - View



4.7.1 Analysis and Views

Buildings and Streetscape

The boundary of the conservation area fronts Market Street and is a dense urban road, linking the residential areas of The King's Gap and Meols Drive with the urban centre of Hoylake. There are, however, are three sets of semi-detached residential dwellings, mid to late 19th century, that signify the domestic character of the streetscape beyond, this effect enhanced by their setback and the integrity of space between each building. Numbers 5-7 and 9-11 are similar in their vertical composition, bookended by tall gables with bargeboards, mostly with canted bay windows, and brick arched window heads **[Plates 4.7.2-4.7.3]**.

Number 11 also retains a very interesting historic outbuilding to its rear, a small one-storey brick building with roundel window, which is highly visible on Cable Road (though here a detracting uPVC conservatory is also visible). Numbers 1-3 are wider in their emphasis, with a hipped roof and canted bay windows to either side. Some sections of brick boundary walling and stone piers also survive to these properties, as well as sections of stone to Queen's Road, enhanced by mature trees and hedges, although others have been replaced **[Plate 4.7.4]**. On Market Street the close board fencing at no.11 has had a detrimental impact on the appearance of the building and of the streetscape. The quality of the environment at the entry point into the character area from Market Street is further marred by the dominance of Montrose Court and Cherry Gardens, these large apartment blocks at odds with the prevailing character **[Plate 4.7.5]**.

Queen's Road and Cable Road are wide residential streets. Primarily characterised by dwellings dating from the late 19th century, these are set back behind modest garden plots with low stone and brick boundary walls inset with stone piers, many of which are enhanced by soft landscaping behind. The use of brick contrasted with render is prevalent, enhanced by stone dressings and detailing such as canted bays and gables. The use of Dutch gables at 3-5 Queen's Road is particularly distinctive and adds articulation to the street scene **[Plates 4.7.6-4.7.7]**.

Also of note is a group to the southeast side of Cable Road. Here, nos.17-19 and 21-23 have rounded bays – in contrast to the canted bays found elsewhere – and classical porticoes **[Plate 4.7.8]**; nos.17-19 also retain original windows with a decorative pattern. These sit alongside nos.25-27 and 29-31, which have timber porches with glazed decorative tiles inset **[Plates 4.7.9-4.7.10]**. The south side of Queen's Road, whilst retaining key semi-detached dwellings, has seen a higher level of intervention and loss, which has affected the continuity of the street scene. Of detriment is the recent Whitehaven Care Home, replacing an earlier terrace, which uses low-quality materials and dominates the townscape. Similarly, the Anchorage Care Home is a historic building, with red brick and terracotta detailing, but has been substantially enlarged and added to over the years, with ad hoc accretions and prominent car parking.

The included parts of Marine, Warren, and Valentia Roads are connecting streets, with a more tightly knit urban grain than the primary spines of Queen's and Cable Roads, which brings with it a more intimate character. The northern half of Marine Road is

defined by a taller brick boundary wall, fronted by the side elevations of properties and rear yards that are generally of good quality, with some detracting features such as intermittent quality of gates and the addition of close board fencing above the brick walling **[Plate 4.7.11]**.

The southern half is more built up and is fronted with a small terrace with large, canted windows and cat slide roofs defining each end but whilst brick detailing and large chimneypots are retained other features (including windows, roof tiles and some of the brick dressings) have been lost. The terrace does, however, retain modest garden plots and a shared low brick boundary wall of brick and render (although one end has been renewed to the detriment of its uniformity).

Valentia Road is similar in that it is primarily characterised by side elevations and rear yards (the front elevations of buildings addressing Queen's and Cable Road), with some small-scale modern additions. The addition of detached garages and an electricity substation have, however, eroded its character to a degree **[Plate 4.7.12]**. Sections of brick wall are retained here.

Along Warren Road, the northeast corner of the street is visually poor, defined by the hard landscaping and bland modern extensions to the side of the Anchorage Care Home, although its low stone boundary wall is positive. Warren Terrace, the facing two-storey terrace set back behind modest front gardens on the west side of the street is, however, an attractive group. Present by the 1870s, this represents an early addition to this area. Facades are rendered, although likely historically exposed, and utilise a restrained

but characterful pattern of stone hoodmoulds above windows and around doorways, stone banding, and patterned barge boards, further enhanced by corner canted bay windows to the properties at either end.

Whilst some legibility of its restrained character does remain, the cohesion of the terrace has been significantly undermined by ad hoc changes including the replacement of windows with uPVC and of slates with concrete roof tiles, the addition of elements such as porches, and the replacement of gardens with hard standing for driveways [Plate 4.7.13]. Opposite is a slightly later pair of semi-detached dwellings at nos.2-4, defined by gables and dormers and incorporating timber studwork and bargeboards. with the rest in brick with string courses and gauged headers.



4.7.2 5-7 Market Street (Google)



4.7.3 9-11 Market Street (Google)



4.7.4 Junction into Queen's Road off Market Street



4.7.5 Montrose Court from The Quadrant



4.7.6 3-5 Queen's Road



4.7.7 7-9 Queen's Road



4.7.9 25-27 and 29-31 Cable Street



4.7.10 Tiled detailing to 25, 27, 29 and 31 Cable Street



4.7.11 Marine Drive high brick boundary wall



4.7.12 Detrimental substation off Valentia Road



4.7.13 Warren Terrace

Public Realm

Alleys run between and to the rear of blocks, separating the frontages to Queen’s Road / Cable Road, Queen’s Road / Alderley Road, and at right angles between Warren Road and Marine Road **[Plate 4.7.14]**. This is a significant spatial legacy of late Victorian town planning that reinforces the legibility of the historic townscape and adds a sinuous character to the street. The alleys separating the eastern half of Queen’s and Cable Road, and that running between Warren and Marine Roads, also retain historically significant setts, although the remainder have been tarmacked **[Plate 4.7.15]**. These spaces are critical parts of the urban pattern, particularly where historic setts remain, and offer tantalising views down the rears of properties. Of further interest is the high quality modern public realm along Market Street, which does much to support the area’s visual quality **[Plate 4.7.16]**.



4.7.14 Historic setts visible within alleyway



4.7.15 Tarmacking over historic setts



4.7.16 Market Street Public Realm

Views

As long linear streetscapes, many of the views in this area are defined by dynamic reveals of properties and their detailing along the road itself. This is also experienced at the east and west ends of Queen's and Cable Road, where the linearity of each road is a defining townscape characteristic, enhanced by mature landscaping and by key articulating features such as gables and chimneystacks, which underpin the residential nature of the area as viewed from Market Street. Views along the smaller side roads also provide key glimpses of the rears of properties due to their openness and large rear gardens, with views along Marine Road to the large terrace along the northwest side of Queen's Road.

In addition, there are static views to and from the area, including:

- To the rear of 17 and 19 Cable Road through the gaps in the buildings at 9 and 11 Market Street **[Plate 4.7.17]**.
- Southeast along Queen's Road to the (former) Town Hall (part of the Meols Drive Conservation Area) **[Plate 4.7.18]**.
- Southwest to Hoylake Lighthouse as the building line opens on Queen's Road and Warren Road



4.7.17 View to rear of Cable Street from 9-11 Market Street



4.7.18 Southwest view along Queen's Road towards Town Hall

5 Setting

5 Setting

The King's Gap Conservation Area is well defined by a mixed urban and landscaped setting. This includes a spatial relationship with the residential area of Meols Drive and the approach to central Hoylake. It, furthermore, has an important position on a coastline and the Royal Liverpool Golf Course, leading to the tip of the Wirral Peninsula. The contribution that this setting makes to the conservation area is rooted in the understanding it provides of its historic evolution, placing it within the wider development of the area, and reinforcing its special character as an affluent suburb through appreciation of its distinct architecture and spatial qualities.

5.1 Relationship to Urban Areas

The conservation area is sited between the urban core of Hoylake to the northeast and the residential suburb of Meols Drive to the southeast, the relationship with the latter of particular importance given their contemporary development in the late 19th and early 20th centuries, with The King's Gap beginning earlier. This association is evident in key localised parts of the area including:

- **Frontage of Market Street:** here the dwellings of The King's Gap front an important movement route from Meols Drive into central Hoylake, with a marked increase in density and the presence of public and civic buildings. The mix of residential and public built form does much to define the area as a separate and distinct residential suburb, experienced in views along Queen's Road and Cable Road, as well as the frontage on Market Street. Views out of the area along Queen's Road, terminating in the Town Hall are particularly important in reinforcing the legibility of the area's position in the broader development pattern [Plates 5.1-5.2].
- **Junction of Market Street, Meols Drive and The King's Gap:** here, the boundaries of the Meols Drive and King's Gap Conservation Areas adjoin. The central node of the junction is again a critical point at which the residential character of Meols Drive and The King's Gap is reinforced when contrasted to public buildings at The Quadrant and railway station. This is experienced in views west along The King's Gap which are defined by a significant presence of mature trees, with glimpses to private dwellings, as well as gradual reveals to dwellings such as 1 The King's Gap and key landmarks such as Green Lodge. This is similarly experienced in views out of the area which specifically terminate in the high-quality composition of the Quadrant [Plates 5.3-5.4].
- **Stanley Road:** this is a long linear streetscape that connects the area around Green Lodge with the coast. Again, the boundaries of the two areas meet, but they are generally experienced as a continuous streetscape brought together on the frontage and in the setting of the Royal Liverpool golf course. The close visual and spatial association between 19th and early 20th century properties along this road contributes to legibility of the area's broader growth in this period. Despite a higher level of loss and replacement to the northern side of Stanley Road (within the Meols Drive Conservation Area), this association is particularly strong at the gateway to The King's Gap Conservation Area where the set pieces of 38-44 Stanley Road are viewed in relation to the early 20th century properties to the south side of The King's Gap in the middle distance [Plate 5.5].
- **Royal Liverpool Golf Course:** the golf course, part of the Meols Drive Conservation Area, is not only historically important but is a significant landscape feature. Its openness provides panoramic views of the area's immediate built form and longer-range connections to the coast and Welsh hills. The open nature of the golf course on Stanley Road creates panoramic views south which include the entire length of the backs of Meols Drive (incorporating the golf club house in the middle distance) interspersed with mature landscaping and crowned by the wider setting of Grange Hill.
- This brings together the area's wider built form and landscaped context, central to understanding its growth as an affluent suburb. Views back from the golf course, furthermore, allow a greater appreciation of the architecture of Stanley Road as a more completed streetscape, with views particularly bringing together the set pieces at 38-44 Stanley Road, as well as connecting the sections of Stanley Road within both conservation areas [Plate 5.6].
- **Meols Drive:** There are important subtle visual connections between Meols Drive and The King's Gap Conservation Areas along Meols Drive itself; the townscape gaps created between buildings on Meols Drive allowing views through to Stanley Road. Again, this brings together these two areas and aid legibility of their contemporary phases of growth.



5.1 View from Market Street into Alderley Road



5.2 View towards the (former) Town Hall from Queen's Road



5.3 View from The King's Gap into The Quadrant



5.4 View into The King's Gap from The Quadrant



5.5 Gateway to the King's Gap from Meols Drive Conservation Area, Stanley Road



5.6 View from Royal Liverpool Golf Course to Stanley Road

5.2 Relationship to Landscape

From wider areas to the southeast, such as vantage points at Grange Hill, the area forms a broader part of the local development pattern. It is less legible than the Meols Drive Conservation Area, given the latter's position along the golf course and larger-scale landmarks such as the modern lighthouse and St Andrew's Church, but enables appreciation of its residential character through its overarching domestic scale and spatial quality. Of particular importance, however, is the area's relationship to the coast. Views along the linear north-south roads and the panorama that opens on North Parade are central to understanding the area's development as an affluent coastal suburb **[Plates 5.7-5.8]**.

This is similarly experienced with the continuation of the promenade north, with the conservation area particularly marked, despite a relatively similarly scaled streetscape beyond, by the boat house. Despite the largely modern nature of dwellings on the north coastline, some earlier properties are retained, alongside stretches of stone seawalls. The linearity of the coast enables longer-range views that are anchored by the headland and the modern lighthouse, again drawing together Meols Drive and The King's Gap Conservation Areas into a collective historic coastal development pattern.



5.7 North Drive and the Promenade visible from the coast



5.8 Coastal setting looking towards Red Rocks

6 Issues

6 Issues and Opportunities

As a primarily residential area the overriding concerns within the conservation area include:

- **Ad hoc loss of detailing:** of particular concern are alterations to windows and roofing material, the rendering and painting of façades, the loss or alteration of boundary treatments, and the introduction of hardstanding for car parking. This is common across frontages and to prominent rear and side elevations. There are isolated examples of higher levels of building, and plot deterioration, including the Former Holiday Inn on The King's Gap **[Plates 6.1-6.2]**.
- **Development pressure:** many historic properties were lost and redeveloped in the late 20th century (prior to designation). This is particularly evident both overlooking the coast and in the North-South Coastal Roads Character Area. Of particular concern are:
 - the intensification and subdivision of historic plots to create new dwellings, particularly on roads such as Barton and Marine Roads, where the plots originally had a second frontage (i.e. to service roads).
 - loss of historic dwellings and their replacement with architecturally poor designs and materials, as at Kings Court and the Westhaven Care Home **[Plates 6.3-6.4]**.
 - the conversion and extension of historic dwellings or outbuildings (the latter of concern on Barton and Marine Roads) as part of a change of use, where this has resulted in overbearing and poor-quality extensions.

Examples include the Former Holiday Inn on The King's Gap and the Anchorage Care Home (which incorporates significant extensions, hardstanding and an exterior escape stair) **[Plate 6.5]**.

- **Fragmentary Public Realm:** whilst high-quality public realm exists on Market Street the visual quality of the historic alleyways, North Parade and the Promenade have been harmed by piecemeal losses, neglect and the use of inappropriate materials.

Consequently, there is a need to consider how best to promote the **retention and restoration of detailing, curtail development where not appropriate or justified, and maximise the quality of development** when it is.

This will be explored in more detail in the accompanying Management Plan but could include:

- Use of **Article 4 Directions**, coinciding with a **Local Development Order** to streamline permissions for restricted works.
- Publication of **design guidance and coding** to provide clarity over how conversion and re-development can be done sensitively. This must include reference to maintaining landscaped quality where additional car parking is required.
- Recommendations for **national or local listing**, recognising particularly key landmarks (such as the golf clubhouse) or particularly important examples of the residential built form. This could, for example, include the Green Lodge.

There are also opportunities to enhance specific areas that are critical to the public experience of the conservation area, and in particular the **promenade on North Parade**. These include:

- The introduction of high-quality public realm to the wide footpath along the sea front **[Plate 6.6]**.
- Development, or the creation of a pocket park, on the vacant land adjoining the boat house **[Plate 6.7]**.
- Conservation and enhancement to create high-quality public space within the alleyways, with the exposure of their historic setts **[Plate 6.8]**.



6.1 Loss of detailing to windows and the rendering of the terrace on Alderley Road reduces its legibility



6.2 Higher level building at The Holiday Inn



6.3 The scale, massing and poor quality of Westhaven Care Home disrupts the aesthetic and historic street pattern



6.4 Increased density and scale within a large historic sea-facing plot



6.5 Poor quality extensions and new buildings replacing historic fabric and eroding inherited street patterns



6.6 Opportunity to enhance the wide footpath to North Parade



6.7 Opportunity to create a pocket park within this vacant site

7 Boundaries

1 Introduction

2 Significance

3 Historic Development

4 Character

5 Setting

6 Issues

8 Management Plan

7 Boundary Revisions

It is proposed to add two areas into the designated boundaries [Plate 7.1]. These fall into two categories:

- Areas of residential built form **contemporary with the area's primary phase of development**, which make an important visual and spatial contribution to the area.
- Areas of later, modern, built form that have **significant visual or spatial influence over the conservation area**, where the future management of key issues such as boundary treatments are important to preserving and enhancing its character and appearance.

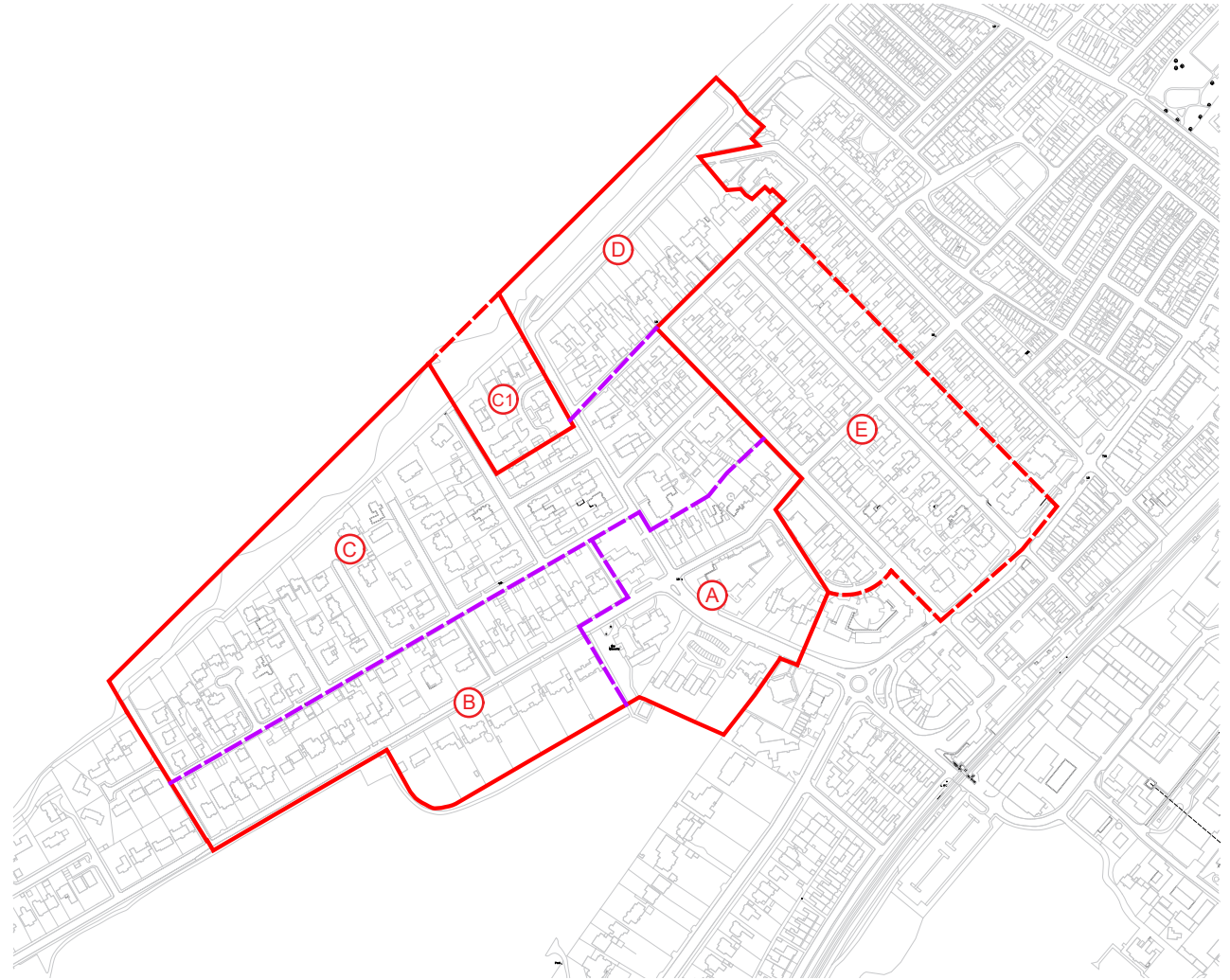
The King's Gap Boundaries and Character Areas

Key:

- Current Boundaries
- - - Proposed Extension
- - - Character Area Boundary

Character Areas:

- (A) Hoylake Lighthouse and Surrounds
- (B) Stanley Road
- (C) North to South Coastal Streets
- (D) North Parade and Promenade
- (E) Queen's Road and Cable Road



7.1 Extension Boundaries

7.1 Character Area C

It is proposed to add **Kings Court**. This was historically the site of a large villa and was developed early in the area's primary phase of growth. Whilst this villa has been demolished, and a modern cul-de-sac built, the site has a critical visual impact on the coastline and on the principal spine of The King's Gap. Of particular importance to the area's significance, and of relevance to its future management, is the retention of the castellated stone sea wall wrapping around the seafront and the King's Gap side of Kings Court. Given that several dwellings have already been developed where historically there was only one, planning control over the piecemeal alteration or redevelopment of boundaries will be critical here, as also will be the broader management of any future redevelopment **[Plates 7.1.1-7.1.3]**.



7.1.1 Kings Court



7.1.2 Kings Court historic castellated walling



7.1.3 Kings Court original villa (Hoylake Junction)

7.2 Character Area E

It is proposed to add **Queen's Road and Cable Road** (which together form the majority of Character Area E). These two roads are contemporary with much of The King's Gap area and are in themselves significant for the range of high-quality terraced, semi-detached and detached properties of this period. These include varied design execution and set pieces such as 17-19 and 21-23 Cable Road and 3-5 Queen's Road. The area also exhibits important patterns of 19th century development through its rear alleys, some of which retain historic setts **[Plate 7.1.4]**.

Spatially, the area is slightly denser than the remainder of The King's Gap but still retain a spacious character, its dwellings comparatively large and with generally mature front gardens. It thus provides a transition point between the King's Gap and the denser, smaller-scale, terraces to the northeast and acts as a gateway between the urban areas of Hoylake and the residential suburbs on Market Street.

Recent development on the fringes of the current conservation area, such as the Westhaven Care Home, has undermined the continuity of the street scene and consideration must be given to how to manage further change going forward.



7.1.4 Cable Road

8 Management Plan



1 Introduction

2 Significance

3 Historic Development

4 Character

5 Setting

6 Issues

7 Boundary Revisions

8 Management Plan

Introduction

The King's Gap Conservation Area was designated in 2000 and currently retains its original boundaries **[Plate 8.1]**.

A conservation area is '*an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*' as set out in the Planning (Listed Buildings and Conservation Areas) Act 1990 (Section 69). When dealing with planning applications in conservation areas Wirral Metropolitan Borough Council (WMBC) is required to ensure *that 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area'* (Section 72). Also, WMBC has a duty 'from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas' (Section 71). This Management Plan is an example of the proposal envisaged in Section 71.

The 1990 Act (as amended by the Enterprise and Regulatory Reform Act (2013)) prevents the demolition of buildings in conservation areas without planning permission and allows for the service of Urgent Works Notices for vacant buildings in a similar way to those for listed buildings. Development carried out without the required planning permission, or failure to comply with any approval conditions, amounts to unauthorised works. Unauthorised works can include building works, changes of use, advertisements, non-compliance with conditions on an existing planning permission or the unauthorised felling of

protected trees. Breaches of planning control may be subject to enforcement action by the local planning authority, WMBC.

The sections of the 1990 Act form the foundation for WMBC to help manage the built environment in such a way as to retain the special qualities of conservation areas. There are, however, a wide range of other pieces of legislation, national guidance and local policy which assist in this task. They deal with other types of heritage assets, such as listed buildings, additional controls to supplement those included in the 1990 Act (often called Article 4 Directions), various types of repair and enforcement notices, and advice on how to assess the impact of development on the setting of an area or building and many other related topics.

Consequently, it is important that this document is not read in isolation from additional guidance and policy documents; key local documents are the [Hoylake Neighbourhood Masterplan](#) (June 2021), the [Wirral Unitary Development Plan](#) (adopted in 2000) and the [Wirral Local Plan 2021 to 2037](#) (currently in submission draft form). Where applicable, links to the documents have been listed in the relevant sections below to provide additional guidance.

The following set of management aims and principles are based upon the understanding of the conservation area outlined in the Appraisal, most critically the challenges and opportunities for enhancement identified in Section 6. They seek to provide guidance to WMBC in determining

planning applications for development and to building owners and developers when preparing development proposals.

It is essential that any Management Plan supports a modern community and considers both social and economic factors. In view of this, a stakeholder consultation process has been undertaken and has formed an important aspect in formulating the Conservation Area Appraisal and Management Plan, whilst a formal public consultation process is undertaken as part of the adoption process. Conservation areas are not frozen entities, and their contribution should be seen in the broader context of both Hoylake and the Borough of Wirral more broadly. Therefore, it is essential that these principles remain flexible and are reviewed and monitored on a regular basis to ensure that they remain relevant to the changing ambitions, issues and priorities of the people who live in, work in and visit Hoylake, as well as to the contribution that the conservation area makes to the broader context of the Wirral Peninsula.

The main aim of the following principles is the preservation and enhancement of the character and appearance of the conservation area through

1. the protection and improvement of those existing buildings and townscape features that make a positive contribution and
2. the introduction of good quality, contemporary, design. There is also a presumption against demolition of buildings that make a positive contribution.

There will be some cases of overlap between this Management Plan and existing policy documents and guidance. It is not the remit of this document to address matters associated with the wider management of the community.

Each set of management principles is underpinned by a series of overarching strategic aims centred on the preservation and enhancement of the conservation area. The plan then concludes with a series of recommendations and it is the intention that these are brought forward through a collaborative approach between WMBC, the local community (including owners, local interest groups and developers, amongst other groups) and various funding streams, as and when opportunities for funding arise, in order to bring about really meaningful change, where input is required from everyone.

The understanding of the King’s Gap Conservation Area provided in the Appraisal shows that there are a number of key objectives for the area that, if implemented, would contribute to achieving the following key ambitions:

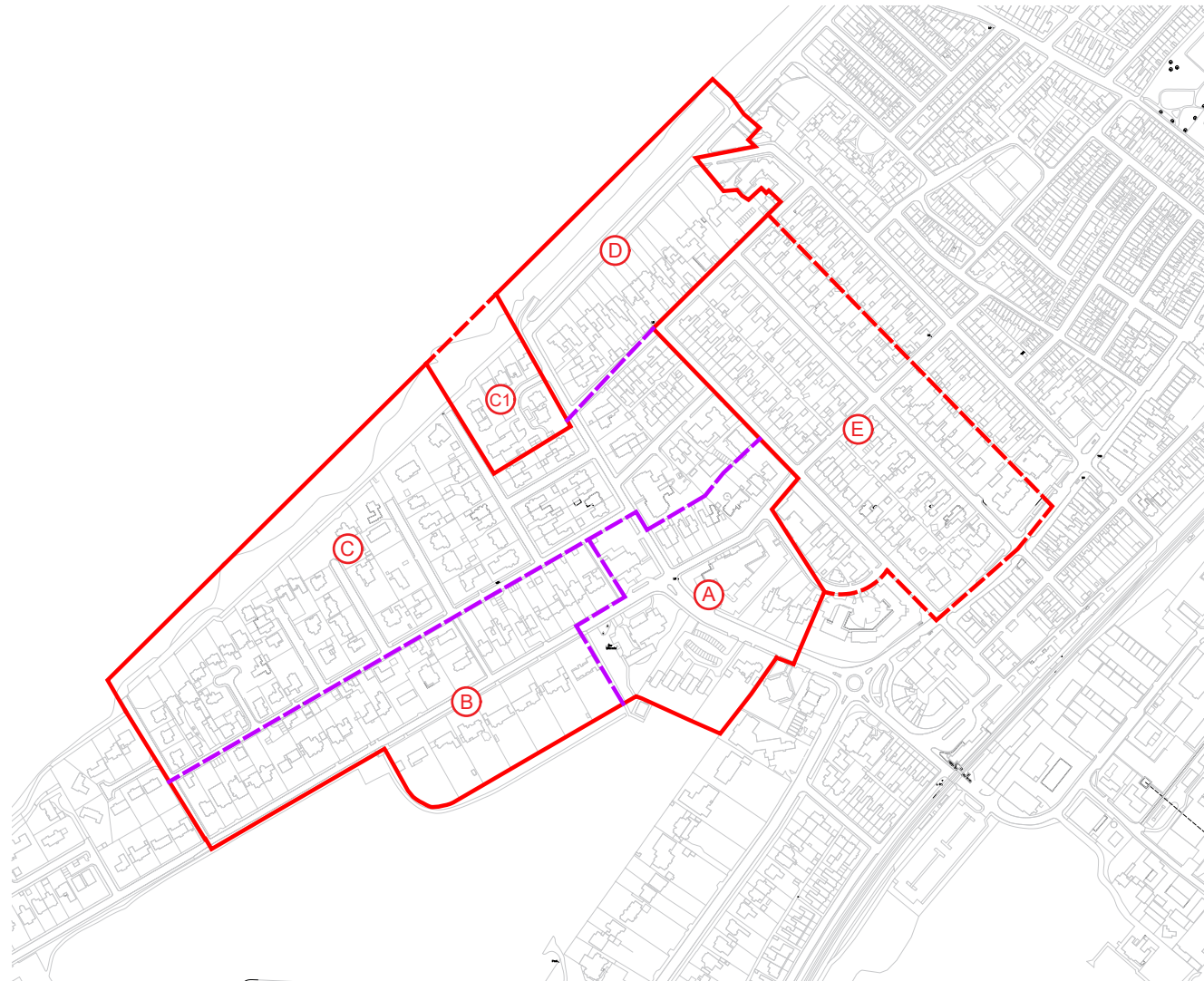
- Help people understand the significance of the conservation area;
- Suggest opportunities to enhance the area’s character and appearance;
- Stimulate local interest in both the protection and enhancement through high-quality development of the conservation area for present and future generations;

- Help address the challenges facing the area;
- Encourage the conservation, repair, reuse and management of the area’s historic features and public realm;
- Aid residents and developers in their planning of both small alterations and larger scale developments;
- Provide officers with area specific guidance to help in their appraisal and determination of planning applications;
- Engage with and encourage owners of properties within the conservation area to meet their responsibilities in respect of repair, reuse and sustainability;
- Promote high-quality design in development proposals;
- Provide WMBC with an up to date, evidence-based appraisal and management plan for the designated conservation area of Meols Drive.
- Provide officers with area specific guidance to help in their appraisal and determination of planning applications;
- Contribute to the economic and social prosperity of Hoylake.

The following Principles and Recommendations therefore include opportunities for both long-term and short-term change.

The King's Gap

Boundaries and Character Areas



Key:

- Current Boundaries
- - - Proposed Extension
- - - Character Area Boundary

Character Areas:

- (A) Hoylake Lighthouse and Surrounds
- (B) Stanley Road
- (C) North to South Coastal Streets
- (D) North Parade and Promenade
- (E) Queen's Road and Cable Road

8.1 King's Gap Conservation Area Boundaries

Threats and Issues [Plate 8.3]

Residents regard the loss of historic buildings, the erosion of boundary treatments and the associated hard landscaping of front gardens for parking as the greatest issues facing the area.

More broadly, there is concern over the demolition of significant buildings, the use of modern, non-traditional, materials, and the addition of unsympathetic extensions, all of which are regarded as eroding the area’s architectural heritage. Over-development, particularly in the construction of flats and apartment blocks, is seen as a particular threat to the area’s special character. There is also a related concern that planning decisions favour developers and this concern contributes to a perceived need for stricter controls to preserve the character and identity of the conservation area.

There are also environmental concerns, with highlighted issues including the poor maintenance of grass verges, inadequate drainage, and litter on the beach, whilst traffic congestion and parking issues were also reported.



8.3 Threats and issues

Potential Extensions

Lake Place, Cable Road, Queen's Road, Stanley Road, North Parade, Grove Road, Groveland Avenue, Marmion Road, Seaview and Lake Place were all suggested as potential extensions, as was the lower end of Market Street. There were also suggestions that Old Hoylake (primarily Sea View, Back Sea View, Marmion Road, and Trinity Road) should be included, whilst other residents identified a potential extension into West Kirby (to include Langdale Road, Riversdale Road, Valencia Road and Alderley Road).

Needs and Opportunities

Residents' responses show a strong commitment to conserving the unique character and heritage of the conservation area while ensuring its continued vitality and sustainability.

There are several key areas of both concern and perceived opportunities:

1. The need to increase awareness and appreciation of the area's history and architecture, with guides, displays of historic photographs and community engagement initiatives all suggested as possible mechanisms.
2. The need to protect assets such as the Royal Liverpool Golf Course from development.
3. The threat posed to the setting of highly visible landmarks such as The Quadrant by inappropriate development.
4. The importance of preventing development where this would bring little or no public benefit to the conservation area.
5. The need to limit changes to the external appearance of buildings and to control the hard landscaping of front gardens.
6. The need to ensure that agreed community obligations are fulfilled where development is approved.
7. The importance of increasing local awareness of the benefits of conserving and enhancing the character of the conservation area and a call for the stronger involvement of residents in planning decisions.
8. A desire for stricter scrutiny of new developments, particularly those that could impact views, detract from the character of the conservation area or affect the visual integrity of the waterfront.
9. The importance of preserving and protecting the wider area's heritage and character by bringing more streets into the conservation area.
10. The importance of ecology and the need to ensure that natural habitats are provided.

A Enhancement

A.1 Repair and Maintenance of Buildings

Aim: To ensure that buildings are appropriately maintained in order to prevent the negative impact that poor upkeep and maintenance can have on the character and appearance of the conservation area.

Principle A.1a

It is essential that the buildings are subject to general maintenance by their owners on a regular basis. This should include the following:

- Re-painting of external joinery
- General minor repairs to windows, including replacement of glazing where necessary
- Repointing using appropriate mixes
- Removal of debris from gutters
- Removal of redundant fixtures and fittings
- Repairs, including repair of missing or slipped roof tiles to prevent water ingress
- Repairs to masonry render and paintwork where these are already present.

Principle A.1b

When undertaking repairs, materials should be used on a like-for-like basis and be appropriate to the building's architectural period. Salvage and existing materials should be used as far as possible.

Principle A.1c

Features and materials that make a positive contribution to the character and appearance of the conservation area should be retained, or reinstated where lost. These include, but are not limited to, plain clay roof tiles and Welsh or Westmorland slates, decorative dressings in red brick, terracotta, tile or stone, "black and white" timber framing and plasterwork (some with pargetting), dormer and bay windows, Dutch gables, overhanging eaves and decorative eaves details, bargeboards/fascias, timber-framed windows (often sashes) in stone surrounds, leaded glazing and small window panes, and tall, decorative, chimneystacks and chimneypots. The rich detailing and high-quality craftsmanship and materials of these features, or any replacements, should be maintained.

Principle A.1d

Render and paintwork should not be added to buildings or boundary walls where not present historically; that already present should be well-maintained. Render should be rough or pebble dash, painted in a pale colour.

Further Guidance Links:

Historic England online guidance: Looking after Historic Buildings
<https://historicengland.org.uk/advice/technical-advice/buildings/>

Historic England, Maintaining and Repairing an Older Home
<https://historicengland.org.uk/advice/your-home/maintain-repair/>

A.2 Alterations to Existing Buildings

Aim: To ensure that, as a minimum, alterations to buildings preserve the character and appearance of the conservation area, with opportunities taken to bring about an enhancement where possible.

Principle A.2a

The replacement of windows, doors, roofing materials and decorative details should conform to traditional designs and materials found within the conservation area and be appropriate to the character of the building. The diversity of the different character areas should be respected; features appropriate to a domestic building should not be introduced into a building of commercial character, or those of one period of dwellings incorporated into a house of an earlier or later character where this would be inappropriate to its style. All alterations should preserve the high design and material quality of the larger and earlier houses in particular.

Principle A.2b

There will be a presumption against development that would result in the loss, alteration or obscuring of features and detailing that give buildings individual character and distinctiveness. These include, but are not limited to, porticos and historic porches, moulded chimneys and chimneypots, Arts and Crafts detailing, blind boxes, and towers.

Principle A.2c

When works to buildings are proposed it will be expected that detracting features such as satellite dishes, ducting, lighting and alarm boxes will be removed or more discreetly located. When installing these items the impact of such equipment on the appearance of buildings and the conservation area should be taken into consideration.

Principle A.2d

Extensions to buildings should have regard to the character and appearance of the principal building. They must be of an appropriate design, mass, scale, height, colour, material, layout and form to ensure that they are subservient to the original building and that this is not obscured or overdeveloped. Extensions should not re-orientate the building or plot or alter its character.

Principle A.2e

Extensions to buildings should:

- Respect the height, scale and general form of the building
- Respect the architectural character, scale, massing and material palette of the conservation area
- Wherever possible, be confined to rear or secondary elevations and respect established building lines. Extensions to the front or street facing facades, including porches and fire escapes, will be discouraged
- Utilise traditional materials of the late 19th and early 20th centuries, including clay tiles or Welsh/Westmorland slates, brick, timber, stone, and white-painted plasterwork
- Use contemporary materials when appropriate, where they are sympathetic to the building, ensuring that these are of the highest quality and are tried and tested for durability and long-term effects
- Be of a depth that is proportionate to the host building and respect any existing additions to adjoining buildings. However, not all existing extensions or alterations, which may be many years old, should be regarded as setting a precedent for future changes
- Retain a proportionate area of garden/outside amenity space and not alter the character of this, particularly where properties have large open garden settings.

Principle A.2f

Balconies and roof extensions/alterations should:

- Be sympathetic to the appearance of the existing building and, where appropriate, its neighbours; they should not disrupt the generally consistent roofline of the individual character area and should make a positive contribution to the interesting and varied roofscape
- Be subordinate to the host building, set within the pitched roofslope and retaining the eaves levels unaltered
- Use a sympathetic roofing material, avoiding profiled concrete tiles
- Ideally, be located on the rear roof pitches and not visually intrude into surrounding views
- Where rooflights or solar panels are proposed these should be confined to the rear or side elevations (aside from those that are street facing) and be set flush with the roofslope
- Typically not extend above the general roof height of two to three storeys
- Reflect and enhance the existing skyline and roofscape, which is characterised by pitched roofs (often steep), frequently punctuated – particularly in the older buildings – with hips, small dormer windows, gables, turrets, and tall and highly decorative chimneys.

Principle A.2g

Where properties abut the golf course equal consideration should be given to the impact of their rears on the visual amenity of the conservation area, which may be of greater visual prominence than the corresponding frontages. In such cases, the rears of these buildings should be treated as potentially being equivalent to their street facing frontages in the Principles both above and below. The enhancement of building rears, rear gardens and rear boundary treatments will be supported where currently detracting. The presentation of properties to service alleys should also be a material consideration.

Principle A.2h

The conversion of existing dwelling houses to apartments through subdivision and/or extension requires careful consideration of the consequent changes to, among others, delivery access, parking, and external services, such as condensing units. Changes that have a detrimental impact on the conservation area will not be permitted.

Principle A.2i

Rendering, excessive extension, re-orientation and other inappropriate alterations that would alter or obscure the historic detailing and character of ancillary cottages, coach houses and other outbuildings will not be permitted.

Principle A.2j

The replacement of boundary walls by flat-roofed garages with 'up and over' doors is detracting and will be resisted.

A.3 Meeting the Challenge of Climate Change

Aim: To contribute locally to the transition to a low-carbon future by shaping Hoylake in a way that reduces greenhouse gas emissions, reuses existing resources and supports renewable energy adaptations. This will contribute to carbon reductions whilst also increasing future resilience to extreme weather.

Principle A.3a

The thermal upgrade of houses is strongly encouraged through the use of double, triple or secondary glazing and internal wall cladding. External wall cladding is unlikely to be acceptable on historic dwellings within the conservation area. The use of double or triple glazing will be assessed on a case-by-case basis subject to the window profiles and, where appropriate, the retention or reinstatement of glazing bars.

Principle A.3b

Where solar panels or solar slates are proposed they should be located to the rear or side elevations (aside from those that are street facing) and be set flush with the roofslope. If this is not possible (to maximise solar gain), planning permission will be required to ensure a balanced approach to heritage conservation and climate change mitigation is taken.

Principle A.3c

Domestic roof-mounted wind turbines are unlikely to be acceptable due to the impact they will have on the character and appearance of the conservation area. Proposals will require planning permission to ensure a balanced approach to heritage conservation and climate change mitigation is taken.

Principle A.3d

Air Source Heat Pumps (ASHP) and Ground Source Heat Pumps (GSHP) should be located to the rear or side elevations (aside from those that are street facing) in locations not visible from the street where possible. Thought should be given to both the amenity of neighbours and views from the golf course when siting ASHPs within domestic gardens. GSHPs may require archaeological mitigation.

Principle A.3e

Domestic electric car charging points should be located to the rear or side elevations where possible. Charging points will be acceptable on front elevations where existing private parking exists. The charging point should be mounted as close to the parking as possible.

Principle A.3f

Additional considerations may apply where the rears of properties are visible from the golf course.

Principle A.3g

Where existing downpipes, hoppers or rainwater goods are being replaced, pipes with a wider diameter or a more resilient design should be considered to mitigate the harmful effect of extreme weather and the potential for water ingress associated with this. New fittings should be replaced using traditional materials (typically cast-iron) where possible.

A.4 Boundary Treatments and Gardens

Aim: To prevent the cumulative harm brought about by the erosion of a landscaped character to front gardens and loss or inappropriate replacement of boundary treatments, as well as to enhance the conservation area through their reinstatement.

Principle A.4a

Front and street-facing side gardens should remain green spaces and any change in surfaces should be permeable and retain a landscaped character; non-permeable surfaces require planning permission. Where gardens have already been hard landscaped the full or partial reinstatement of soft landscaping will be actively supported; in addition, or where this is not possible, the replacement of inappropriate or poor-quality materials with more sympathetic surfaces will also be encouraged.

Principle A.4b

Historic materials should be retained in-situ to front paths, yards and entrance porches and reinstated where previously removed. Where modern materials are unsympathetic or poor quality their replacement will be encouraged.

Principle A.4c

Wide openings or the total removal of boundary treatments have a detrimental impact on the character of the conservation area and will be resisted. Where rear walls are a notable street scene feature these should not be reduced in height.

Principle A.4d

The reinstatement of boundary treatments comprised of low red/yellow sandstone or red brick walls (with copings or crenellations and gatepiers) and hedging or planting strips is encouraged; the introduction of close board fencing or non-traditional materials should be avoided. The replacement of close board fencing is actively encouraged, as is the avoidance or shortening of boundary treatments that are overly tall.

Principle A.4e

Hedges, trees and shrubbery located in private gardens should be retained and appropriately maintained to preserve their contribution to the verdant character of the conservation area. Overly tall leylandii hedges, however, are detracting and their reduction or replacement will be supported. The existing Tree Protection Orders and the protection afforded by conservation area designation should be observed and, where appropriate, enforced.

Principle A.4f

Where plots have a secondary frontage to a side or access road the boundary walls, gates and historic outbuildings that integrate with the plotline should be retained and appropriately maintained.

Principle A.4g

Where attached or detached ancillary structures (such as garages) are constructed to the side of dwelling buildings these should be sympathetic in size, scale, character and materials and subordinate to the main building, and should retain an appropriate portion of amenity space.

A.5 Public and Commercial Buildings

Aim: To preserve and, where appropriate, enhance the character and human experience of the conservation area.

Principle A.5a

Wherever possible, parking should be situated away from the principal frontage and screened from the road. Boundary walls should not be removed.

Principle A.5b

Signage must be sensitively designed and integrated into the frontage and street scene. It must not harm or dominate the building façade and should relate to its character, scale and architectural features. Window vinyls and internally illuminated box fascia and projecting signs will not be acceptable. Street signage and permanent banner signs will not be approved and enforcement action may be taken where unauthorised.

Principle A.5c

Visual clutter should also be avoided to the street facing elevations and security lights and cameras should be appropriately sited to minimise their visual impact. When applications for works are proposed it will be expected that detracting elements of signage and commercial frontages will be removed. Ventilation ducts, air-conditioning units, security equipment and wiring should be relocated to more discreet locations and redundant services/wiring removed. Applications for future proposals must take into consideration the impact on the appearance of buildings and the conservation area.

B Development and Redevelopment

B.1 New Development

Aim: To preserve the character and appearance of the conservation area and ensure that any future development respects the prevailing form and scale and enhances its positive characteristics.

Principle B.1a

Demolition or extensive redevelopment will not be permitted for Landmark (Category A) and Positive (Category B) buildings and will ordinarily only be permitted for Neutral (Category C) buildings in exceptional circumstances.

Principle B.1b

The proposed demolition or extensive redevelopment of Detractor (Category D) buildings will be supported where the alterations would bring about an enhancement of the conservation area.

Principle B.1c

The urban grains/patterns and historic densities of the primary, secondary and tertiary streets, the service alleys and the different character areas should be respected and the intensification or over-development of plots and the amalgamation of separate plots will be resisted. The established domestic scale and character of properties and the common siting within plots should be respected and maintained and the introduction of modern cul-de-sacs will not be supported.

Principle B.1d

There is a presumption against development in gardens or backplots, other than for the incidental enjoyment of the main dwelling (such as garages, sheds and garden structures).

Principle B.1e

Development must be high-quality and of an appropriate height, scale, massing, form, density, material and colour palette, layout, plot position and access, composition, detailed design, and use, respect the prevailing architectural character and appearance (but avoid direct imitation), screen parking, retain or introduce complementary boundary treatments, preserve the open, verdant, low density, character of the area and complement the setting of heritage assets. New development should not compete with the historic for visual and spatial dominance, particularly at key nodal points or where visible from the Promenade, beach and informal coastline paths.

Principle B.1f

Exemplary modern design is encouraged where it is well-designed, of an appropriate scale, using good quality appropriate materials and carefully considered to respond to the character and appearance of the conservation area.

Principle B.1g

All development should have appropriate human-scale active frontages to the street at ground floor. The design and positioning of garages (and particularly garage courts) must be well-considered.

Principle B.1h

Well-considered design must be used to retain, wherever possible, positive aspects of built form, floorscape, landscape and mature planting. Development proposals must protect existing open spaces, walls, railings, materials and other elements that are an integral part of the conservation area.

Principle B.1i

All planning decisions should be informed by the Hoylake Design Guide & Codes and aligned with both the Hoylake Neighbourhood Masterplan and the Hoylake Neighbourhood Development Plan (NDP).

B.2 Views and Setting

Aim: To preserve protect the established and valued views of the surrounding area that contribute to the historic context and setting of the conservation area, as well as local views within the conservation area itself.

Principle B.2a

Development within the setting of the conservation area's landmark buildings must preserve their significance and respect their important townscape roles.

Principle B.2b

Views into the golf course and towards the coast should be maintained. The enjoyment of views across the beach from North Parade and the Promenade should not be obstructed.

Principle B.2c

Development within or outside of the conservation area that would harmfully intrude into the views identified in the Appraisal and cause harm to the character and appearance of the conservation area overall will not normally be permitted.

Principle B.2d

Development within the setting of the conservation area (but outside the boundary) must assess the impact of the proposals on heritage significance to avoid harm to key views or incremental loss of historic character.

Principle B.2e

Any future development within the setting of the conservation area must preserve (or better reveal) those elements of its setting that make a positive contribution to its overall character.

Recommendation Bi

Wirral Metropolitan Borough Council should publicise and encourage engagement with the Neighbourhood Development Plan 2015 to 2020 (NDP) and its successor (currently in preparation) and the Hoylake Neighbourhood Masterplan.

Recommendation Bii

On the completion of consultation and review, Wirral Metropolitan Borough Council should adopt the Hoylake Design Guide & Codes as a Supplementary Planning Document (SPD), promote its uptake to inform design and provide clarity over acceptable change, and ensure that it is used alongside the UDP and NDP to guide decision making on applications.

Further Guidance Links:

Hoylake Vision. A Neighbourhood Development Plan for Hoylake 2015 to 2020. Made by resolution of Wirral Council, 19th December 2016
<https://www.wirral.gov.uk/files/hoylake-ndp-made-19-december-2016.pdf/download?inline>

Hoylake Neighbourhood Masterplan.
Version of June 2021

https://hoylakevision.org.uk/wp-content/uploads/2021/07/DR_10904_Hoylake_NDP_MASTERPLAN_15.06.21_Optimised.pdf

Hoylake Design Guide & Codes. Consultation Draft. March 2022

<https://www.wirral.gov.uk/files/wbc045-hoylake-design-guides-codes-2022.pdf>

National Planning Policy Framework (updated 2019)
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/740441/National_Planning_Policy_Framework_web_accessible_version.pdf

National Planning Practice Guidance (updated 2019)
<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>

The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 (Historic England, updated 2017)
<https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/heag180-gpa3-setting-heritage-assets/>

C Public Realm and Open Spaces

C.1 Public Realm and Open Spaces

Aim: To preserve those elements that contribute to the verdant, open and historic character of the conservation area.

Principle C.1a

The sandstone kerbs, the cast iron stanchions and railings to the Promenade, and the areas of stone setts should be retained and preserved. Where appropriate, the Council should also consider re-exposing setts where these have been overlaid with tarmac. Historic features such as cast iron street name signs and the remanent stench pipe should be retained and maintained in a good condition.

Principle C.1b

The installation of any new street furniture (including benches, bins, lighting columns and telecommunication cabinets) should take into account the impact of their location on the character and appearance of the conservation area, must be limited to that required and should not clutter the street. It must be of a suitable standard of design, accord with the patterns of items already in use, generally be sited so as to be visually unobtrusive, and have regard to the character and quality of the existing townscape.

Principle C.1c

Trees and other soft landscaping located in the public realm should be retained and appropriately maintained to preserve their contribution to the verdant character of the conservation area. The Council should look to enhance and add to this soft landscaping wherever possible. Grass verges should be retained and appropriately managed.

Principle C.1d

There is a comparative absence of public dwell spaces to the built-up area. The triangular road space situated between King's Gap Court, Green Lodge and St Hildeburgh's Church should be enhanced.

Principle C.1e

The coastal foreshore is of great value and the Council should explore solutions for reported issues of littering.

Principle C.1f

Public access through rear service alleys should be maintained.

Recommendation Ci

The relict sand dune at Courtenay Road is unique within the conservation area and the Council should consider opportunities to increase its visibility and provide interpretation for its better appreciation.

Recommendation Cii

The Council should identify opportunities for the enhancement of this section of the Promenade and North Parade and the reinstatement of their historic character in order to improve their appearance, increase footfall and diversify uses. Traffic reduction measures, heritage and other interpretation, improved wayfinding, street furniture and wayfinding, and the provision of public art should all be considered.

Further Guidance Links:

Advice for Highway and Public Realm Works in Historic Places (Historic England, 2018)
<https://historicengland.org.uk/images-books/publications/streets-for-all/>

D Management

D.1 Community Engagement

Aim: To give the conservation area a clear identity, engage the public and developers with its special character and identity, develop awareness and foster a sense of ownership amongst building owners and occupants, in order to ensure its long-term conservation and enhancement.

Principle D.1a

The full interactive Conservation Area Appraisal and Management Plan will be made available on Wirral Borough Council's website and in interactive format to encourage its use.

Principle D.1b

Wirral Borough Council will continue to engage with stakeholders to deepen their understanding of the significance of the conservation area and will invite their input into how its character and appearance can be preserved or enhanced.

D.2 Future Management

Aim: To ensure the long-term conservation of the area, make sure that the conservation area is correctly managed and, where possible, bring forward enhancements.

Principle D.2a

Owners are responsible for ensuring the appropriate consents are in place before undertaking any changes to their property (including, but not limited to, planning permission, listed building consent, advertisement consent and permission for works to trees).

Principle D.2b

Wirral Borough Council will investigate unauthorised development and may take necessary enforcement action to ensure compliance with national and local policy, including the management Principles set out above, where appropriate to do so.

Principle D.2c

A regular review of this Conservation Area Appraisal and Management Plan, should be undertaken, updating policy as required and ensuring that the plan remains a useful, relevant working document. A full review should be undertaken within four years of adoption and every four years thereafter.

Recommendation Di

Wirral Borough Council should work with the Hoylake Conservation Area Association, Hoylake Vision (the Hoylake Community Planning Forum) and other stakeholders to encourage community ownership of the conservation area and its management, using the Conservation Area Appraisal and Management Plan as a tool.

Recommendation Dii

Wirral Borough Council should consider introducing an Article 4(2) Direction to prevent the harmful impact of cumulative, small-scale change. The Council should also consider the use of Local Development Orders to streamline permissions for restricted works.

Recommendation Diii

Wirral Borough Council should adopt the extensions proposed within the Appraisal to give a clearer definition and boundary of the conservation area and provide protection to identified streets and buildings of special interest that currently lie beyond its limits.

Recommendation Div

Wirral Borough Council should publish design guidance and coding to provide clarity on acceptable conversion and re-development for multi-household occupancy. This must include reference to maintaining landscaped quality where additional car parking is required.

Recommendation Dv

Wirral Borough Council should consider making recommendations for national and local listing to include landmark buildings and important examples of the residential built form.

Further Guidance Links

Hoylake Vision. A Neighbourhood Development Plan for Hoylake 2015 to 2020. Made by resolution of Wirral Council, 19th December 2016
<https://www.wirral.gov.uk/files/hoylake-ndp-made-19-december-2016.pdf/download?inline>

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Hoylake Design Guide & Codes. Consultation Draft. March 2022

<https://www.wirral.gov.uk/files/wbc045-hoylake-design-guides-codes-2022.pdf>

Wirral Unitary Development Plan (Including Minerals and Waste Policies). Written Statement. Adopted February 2000

<https://www.wirral.gov.uk/files/1.-part-1.pdf/download?inline>

Wirral Local Plan 2021 – 2037. Submission Draft, May 2022

<https://www.wirral.gov.uk/files/sd1-wirral-local-plan-2021-2037-submission-draft-may-2022-reg-19-publication-final-260422/download?inline>

National Planning Policy Framework (updated 2021)
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/740441/National_Planning_Policy_Framework_web_accessible_version.pdf

National Planning Practice Guidance (updated 2019)
<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>

Historic England online guidance: Looking after Historic Buildings
<https://historicengland.org.uk/advice/technical-advice/buildings/>

Vacant Historic Buildings: Guidelines of Managing Risks (Historic England, updated 2018)
<https://historicengland.org.uk/images-books/publications/vacanthistoricbuildings/heag183-vacant-historic-buildings/>

Stopping the Rot: A Guide to Enforcement Action to Save Historic Buildings (Historic England, updated 2016)
<https://content.historicengland.org.uk/images-books/publications/stoppingtherot/heag046b-stopping-the-rot.pdf/>

Heritage Counts (Historic England, updated 2018)
<https://historicengland.org.uk/research/heritage-counts/>

The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 (Historic England, updated 2017)
<https://content.historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/heag180-gpa3-setting-heritage-assets.pdf/>

Partnership Schemes in Conservation Areas (Historic England)
<https://historicengland.org.uk/services-skills/grants/our-grant-schemes/partnership-schemes-in-conservation-areas/>

Breathe New Life into an Old Place - Make It a Heritage Action Zone (Historic England)
<https://historicengland.org.uk/services-skills/heritage-action-zones/breathe-new-life-into-old-places-through-heritage-action-zones/>

National Lottery Grants for Heritage
<https://www.heritagefund.org.uk/funding/national-lottery-grant-heritage>

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